



RECFRONT
A TALENT ADVISORY CO.

GLOBAL TALENT PLAYBOOK

INSIDE OUR HIRING APPROACH: 5 REGIONAL CASE STUDIES
COVERING: CANADA | US | AUSTRALIA | UAE | KSA

*How Recfront Solved Mid-to-Senior Hiring
Challenges With **AI, Insight & Speed***



PREFACE



RECFRONT is a global talent acquisition consulting firm dedicated to transform the hiring process. By leveraging AI-driven technologies and deep industry expertise, we help companies hire smarter, faster, and more cost-effectively across emerging tech, strategy, and consulting domains.

THIS PLAYBOOK Distills our 5 Global Hirings into Actionable Insights.

Hiring leaders across borders isn't just about sourcing resumes. It's about navigating local nuance, aligning internal stakeholders, and surfacing talent that can scale impact across time zones.

This Global Talent Playbook captures how Recfront enabled clients to:

- Activate hard-to-reach passive talent
- Close roles with heavy compliance, culture, and technical filters
- Deliver high-quality hiring outcomes faster across different continents

Whether you're building your first cross-regional leadership team or scaling existing functions into new geographies, these real-world examples offer a roadmap.

What you'll find inside:

- Region-specific hiring case studies (UAE, Saudi Arabia, Australia, Canada, US)
- Use of AI, Returnee Mapping, and Behavioral Fit scoring in action
- Recfront's structured, data-backed approach to stakeholder alignment

Each case includes:

- **Context & Challenge**
- **Recfront's Approach (AI/Automation, Talent Mapping, Fit Scoring)**
- **KPI Outcome**
- **Why It Matters?**

Ready to benchmark your global hiring approach? Let's dive in.

HEAD OF CYBERSECURITY, FINANCIAL SERVICES



OVERVIEW

A **Toronto-based national financial services** firm scaling digital risk and cybersecurity to meet rising regulatory demands and cloud adoption. Hired the **Head of Cybersecurity** who now leads the roadmap, manages 20+ engineers, and aligns risk with evolving compliance standards.

CHALLENGES

- Strong financial services domain expertise required
- Familiarity with Canadian compliance frameworks (OSFI, PIPEDA)
- Leadership with technical depth and boardroom credibility
- Talent pool was mostly passive or reluctant due to comp/stability concerns

OUR APPROACH

- ✦ **PAC-Led Discovery:** Tapped Recfront's Private Advisory Circle to identify trusted, passive cybersecurity leaders from financial services.
- ✦ **AI-Based Fit Scoring:** Applied AI to rank candidates on leadership depth, compliance exposure, and team-building track records.
- ✦ **Behavioral Screening:** Evaluated cultural alignment with risk-sensitive, compliance-driven environments.

THE OUTCOME

METRIC	INDUSTRY AVG	AFTER RECFRONT
PASSIVE-TO-ENGAGED CONVERSION	15%	44%
OFFER ACCEPTANCE RATIO	50%	100% (1 offer)
TIME TO FILL	75+ days	41 days

Why This Matters?

Cybersecurity hiring in Canada demands more than credentials, it requires trust, regulatory alignment, and cultural fit. Recfront combined PAC-driven sourcing with AI-based prioritization and stakeholder alignment to secure a truly strategic hire.

SENIOR SALES DIRECTOR, ENTERPRISE SAAS



United States



OVERVIEW

A fast-growing **US-based SaaS platform** specializing in customer experience automation engaged Recfront to hire a **Senior Sales Director** to lead enterprise GTM strategy and drive new logo acquisition across the Midwest and East Coast, supporting the company's aggressive North America expansion.

CHALLENGES

- Time-to-fill exceeding 90 days
- No specific CX/MarTech verticals
- Needed hunter DNA and experience in land-and-expand enterprise sales
- Market noise — top candidates being oversaturated with recruiter outreach

OUR APPROACH

- ✦ **AI-Driven Talent Mapping:** Used Recfront's internal AI agent to scan and score 1,200+ profiles based on domain experience, buyer alignment, and logo mobility.
- ✦ **Targeted Outreach Automation:** Activated passive talent using personalized email and LinkedIn sequences, prioritized by engagement likelihood and tenure history.
- ✦ **Fit Scoring Framework:** Evaluated candidates using a proprietary "Fit Index" based on industry alignment, sales complexity, and leadership trajectory.

THE OUTCOME

METRIC	BEFORE RECFRONT	AFTER RECFRONT
TIME-TO-FILL	90+ days	32 days
SHORTLISTED	15%	60%
SATISFACTION	-	4.8/5 (from hiring panel)

Why This Matters?

Hiring in SaaS sales is not just about experience, it's about market DNA, timing, and selling into the right buyer personas. By combining AI-assisted filtering with human nuance, Recfront helped the client cut through noise and focus on signal.

DIRECTOR OF OPERATIONAL EXCELLENCE, BOUTIQUE STRATEGY CONSULTING FIRM



OVERVIEW

A Sydney-based boutique consulting firm specializing in operations transformation and supply chain strategy for mid-market manufacturers across ANZ.

Director of Operational Excellence – hired to lead client delivery, drive lean transformation programs, mentor junior consultants, and expand the firm's digital ops toolkit and thought leadership.

CHALLENGES

- Deep manufacturing operations expertise AND client-facing consulting experience required
- Needed to be comfortable working in ambiguous, high-trust client relationships without Big 4 infra
- Prior attempts failed due to cultural mismatch — most candidates were either too rigid (pure industry ops) or too strategic (no delivery grit)

OUR APPROACH

- ✦ **AI-Powered Hybrid Talent Search:** Identified candidates with a mix of industry and consulting backgrounds, strong Lean/Six Sigma credentials, and experience across ANZ.
- ✦ **Culture & Delivery Fit Scoring:** Mapped soft skills like humility, collaboration, and ambiguity tolerance to ensure alignment with the firm's values and high-autonomy consulting model.
- ✦ **Tailored Talent Activation:** Engaged overlooked candidates from mid-sized consultancies or regional ops roles by highlighting impact, visibility, and growth in an entrepreneurial setup.

THE OUTCOME

METRIC	INDUSTRY AVG	AFTER RECFRONT
CANDIDATE-TO-OFFER RATIO	7:1	3:1
FINALIST SCORE ON SOFT SKILLS INDEX	72%	91%
TIME TO FILL	60+ days	34 days

Why This Matters?

In boutique consulting, fit and autonomy are as critical as expertise. Recfront blended AI-driven search with human insight to secure a leader who delivered impact and embodied the firm's ethos, enabling confident, accelerated growth in Sydney

DIRECTOR OF AI & AUTOMATION, LOGISTICS & SUPPLY CHAIN



OVERVIEW

A leading **Dubai-based logistics firm** is driving a major digital transformation, integrating AI across warehousing, fleet, and route optimization. Hired **Director of AI & Automation** who will lead AI solution design and implementation across supply chain planning, routing, warehouse ops, and demand forecasting.

CHALLENGES

- Mission-critical, high-impact strategic hire
- Required AI leadership in real-world logistics operations (not just R&D)
- Needed deep expertise in real-time systems, IoT fleets, and warehouse robotics
- Few candidates available in-region, global mobility + Emiratization was a concern

OUR APPROACH

- ✦ **Targeted AI Talent Mapping:** Used proprietary tools to assess 800+ global AI leaders on operational AI deployment, real-time systems, and regional experience (APAC/MENA).
- ✦ **Personalized Outreach:** Created custom AI-generated briefing decks to engage passive candidates unfamiliar with Middle East supply chain roles.
- ✦ **Stakeholder Alignment:** Ran a structured scoring and panel preview process to align expectations across CTO, COO, and Distribution Heads before interviews.

THE OUTCOME

METRIC	INDUSTRY AVG	AFTER RECFRONT
AI ROLE-FIT SCORE (Internal KPI)	68%	91%
TIME TO FILL	70+ days	42 days
GLOBAL CANDIDATE RESPONSE RATE	12%	38%

Why This Matters?

AI hiring in logistics needs more than algorithms, it demands leaders with operational depth and execution at scale. Recfront's AI-driven search and structured stakeholder alignment enabled a rare global hire to close swiftly and seamlessly.

DIRECTOR OF DIGITAL TRANSFORMATION, INDUSTRIAL CONGLOMERATE



OVERVIEW

One of **Saudi Arabia's leading diversified industrial groups**, operating across manufacturing, infrastructure, and energy sectors, undergoing an enterprise-wide digital overhaul in line with Vision 2030. Hired **Director of Digital Transformation** to lead ERP modernization, cross-BU digital strategy, and efficiency initiatives

CHALLENGES

- Required industrial transformation expertise in asset-heavy, operations-led sectors (beyond pure IT)
- Needed experience with Saudi organizations, including local business culture and hierarchical decision-making
- Leader who could blend global digital strategy with sensitivity to legacy systems and change resistance

OUR APPROACH

- ✦ **Cross-Sector Talent Match:** Used AI tools to identify candidates with experience leading digital transformation across industrial, manufacturing firms, especially in legacy tech environments.
- ✦ **"Return to Region" Strategy:** Mapped and scored GCC nationals and expats abroad for return intent, Arabic proficiency, visa eligibility, and regional readiness.
- ✦ **Influence Alignment:** Engaged BU heads early to surface friction points and ran alignment workshops with finalists to drive buy-in and reduce internal resistance.

THE OUTCOME

METRIC	INDUSTRY AVG	AFTER RECFRONT
CROSS-BU ALIGNMENT SCORE (Internal KPI)	65%	88%
TIME TO FILL	80+ days	45 days
OFFER ACCEPTANCE RATE	70%	100%

Why This Matters?

Digital transformation in KSA's industrial sector demands both tech acumen and cultural navigation. Recfront combined AI, cultural fit scoring, and stakeholder alignment to secure a fast, high-impact, and politically astute hire.



RECFRONT
Talent Advisory Inc.

LET'S TALK TALENT!

What We Do

We leverage AI and expertise to transform hiring into a value engine, reducing Opex, improving talent fit, and enabling scalable growth.

Why Us

From cost efficiency to brand consistency, Recfront transforms hiring into a competitive advantage.

Our Service

- Executive Search
- TAaaS - Talent Acquisition As A Service
- IT Staffing

Contact Us

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