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What TMT Trends will we see in the future?

MORE OFF SHORE

The first-ever \$1 billion media off-shoring contract, which was signed last year and included a full package of IT, operations, finance and accounting, HR and research, will not be the last of its size or significance.

EMERGING MARKETS

Move quickly if you want a part of the mobile business in emerging markets. This competitive sector will continue to grow strongly.

CALL AHEAD

As the volume of digital data grows, expect more incompatibility.

🌐 On The Web

Visit the Knowledgebank:

LEADERSHIP IN THE

DIGITAL WORLD by Partners Ben Anderson, Redwood City; Grace Borrelli, London; & Gary I. Klein, New York.

<http://www.ctnet.com/CTNet/TheFirm/Knowledgebank.htm#white>

THE 30 HOTTEST EXECUTIVE POSTS FOR 2008 as presented in the 13th annual Hot Jobs report.

<http://www.ctnet.com/CTNet/TheFirm/Knowledgebank.htm#survey>

🔥 Hot Happenings

AsiaPac Squeeze

The pool of top talent in the AsiaPacific region isn't keeping pace with the strong growth in the emerging economies, says Kathryn Yap, Managing Partner of CTPartners' AsiaPacific Technology, Media and Telecom Practice. As companies rapidly expand, some businesses are even outgrowing their current top management, putting additional strain on the supply of C-level executives.

“It doesn't matter whether you hire an American, a European or an Asian to run your AsiaPac region, the total cost of doing business has just gotten higher.”

Yap was recently named in Business Week's Top 50 List of “The World's Most Influential Headhunters” (one of five partners, including the CEO, Brian Sullivan), from CTPartners. Based in Singapore, Yap is well-placed to observe the intense competition for human resources in the region. She says corporations across industry lines have to develop effective recruitment and retention strategies – and succession planning is the key.

Talent shift

Talent needs in the region have shifted from sales functions and the



achievement of short-term goals to matters of scale – building an organizational structure that can support a growing business, says Yap. Despite the shortfall at the higher end, the large increases in AsiaPac's workforce have translated into a vast consumer base, which serves as the primary driver of economic expansion.

Pay up

With all the growth and competition for talent, there is also a “compensation connection,” says Yap. Top candidates are commanding higher compensation packages and are even negotiating with an eye on the revenue potential of the Asian markets. Doing business in Asia is not as inexpensive as it used to be. It doesn't matter whether you hire an American, a European or an Asian to run your AsiaPac region, the total cost of doing business has just gotten higher, she concludes.

READ MORE:

<http://www.ctnet.com/CTNet/TheFirm/Knowledgebank.htm#rtt>



Sound Bites From The Industry

Location, location, location.

We've heard it before: "Think global – act local" and "Location, location, location." Location based advertising is doing just that with one-to-one marketing – and what this means is that talent with a background in digital business models is in high demand.

Today's marketers are capitalizing on the fact that so many customers carry GPS technology cell phones. This allows them to create individual relationships with prospective customers and tailor offerings to their needs and purchasing behavior. They can "hit the consumer" at the right time, such as when they're already in the mall.

More and more, consumers are willing to give up some privacy for a benefit in return. You give Amazon your email address so

they can let you know when your order has shipped or they retain your credit card number for future purchases, making the next easier.

There are new companies cropping up to capitalize on such marketing opportunities. In March, Kleiner Perkins announced a fund to invest solely in startups that create applications for the iPhone.



Finding top talent to develop and guide these strategies can mean targeting high demand and high value executives – the type of people who won't be looking for a job. Employers

need to be clear about why they want a particular person. Prior to hire, get a solid understanding of the cultural fit: What environment have they been in? Who did they work for – reference and reference some more.

Technology convergence means that companies are now able to market the right product to the right person at the right time. But to do it well, you will need the right executive with the right experience and the right strategy.

About CTPartners

CTPartners is the performance-driven executive search firm serving clients across the globe. Committed to a philosophy of true partnership with clients, the firm offers a proven record in C-Suite, top executive, and board searches, as well as private equity and venture capital services.

Headquartered in New York, CTPartners has offices in Bogotá, Boston, Caracas, Chicago, Cleveland, Columbia, Geneva, Hong Kong, Jerusalem, Lima, London, Miami, Paris, Redwood City, Shanghai, Singapore, and Washington, DC.

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