



Social Media and the Value of Executive Search

Social Media

While social media has already made a far-reaching impact on the executive search industry with many large companies now hiring internal recruiters to save significant costs, there are two key points we wish to address.

- First, as the entire world is now able to complete 'Name ID's' for a basic target list, the extra value a search firm can provide derives from thoughtful incorporation of less likely targets and knowledge of how to assess, activate and 'close' the lists. While anyone can now potentially develop a long list, the skill of delivering the optimal candidate by a skilled retained search firm such as Fitco needs to be emphasized.
- Secondly, niche industry networks have also become increasingly valuable as many top talents have already given up engaging in social media activities due to 'fatigue' of being 'hassled' unnecessarily for anyone can now use the internet to make a recruiting target list and the world's most in-demand talent is 'fed up' with being overwhelmed by recruiters at all levels of the industry. This leads to them de-listing their profiles or creating inaccurate/decoy records. Therefore actively maintaining strong relationships with candidates and clients brings ever-increasing value in the breadth of potential candidates and accuracy of vetted information.

Social Media is the New Language

Many are surprised at just how frequently top executives actively use social media such as cultivating Twitter feeds. Clients expect search firms to have a handle on a candidate's publicly viewable social media profiles and identify any questionable content, such as pornography, hate speech and profanity – all of which can occasionally be found on well-pedigreed business leaders. The need to rein in these unedited and at times indiscreet postings demonstrates profoundly what a double-edged sword the internet can be.

With the rise of social media internet sites like these available for all to see, you might think that self-censorship will prevail, but this is not always the case so search firms like Fitco can provide a valuable service in this important area to keep check on the situation.

SOME RECENT SUCCESSES



Chief Operating Officer

Fitco is delighted to announce that it has successfully placed its 1st COO candidate Peter Fu and most importantly he is now the leader of one of the best known and visible companies in China for TouchMedia is the most watched marketing platform each week in the country with more than 7m viewers across China's leading cities each watching for an average of 18 minutes per journey. TouchMedia has ambitious plans for further expansion over the coming years under his leadership. The effectiveness of Fitco's role in the negotiating process was again shown in bringing Peter on board for a significantly lower salary than before in return for an incentive package that will reward him greatly should the organisation grow as anticipated.



Asia Sales Director

The value of engaging an AESC member to find an optimal talent has again been proved by Fitco in recently placing an extremely bright person called Shinery Hu to a critical role that represents only her second company worked for in a 15 year career previously with 3M. Aplx and Shinery are both delighted with the valuable service this appointment represents and Fitco has now been re-engaged to recruit a 2nd talent to support Shinery in her Asia Business expansion activities.



Asia IT Director / China Sales and Field Application Engineers

Our rapidly growing client serving the automotive niche sector of sensor electronic semi-conductor technology has again engaged Fitco to recruit a talented IT Director called Rhett Rhamos to skillfully manage the companies continued expansion across Asia. Fitco continues to support the rapid expansion of the China sales and service support team based in Shanghai under the leadership of Monica He whom last year Fitco successfully recruited out of Honeywell corporation, the 1st career move of her career.

SOME OF OUR ONGOING PROJECTS



Plant Manager & Managing Director



China Marketing Director

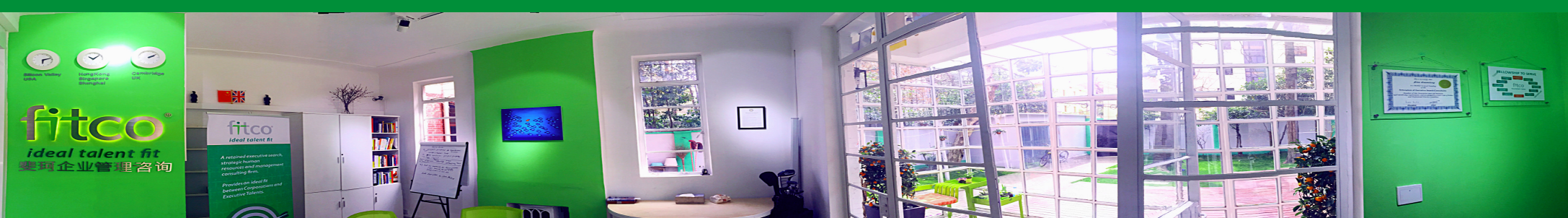


Philippines HR Director & China sales and field application engineers



China Sales Manager

LATEST NEWS



Welcome to Fitco's New Office

Fitco's new office is located in Shanghai Xuhui district at House 22 ,61 GaoAn road. The new office is in the heart of Shanghai's French Concession district and includes a conference room, working office and attractive garden with many mature trees. We welcome all our friends to visit to our new home and enjoy the beautiful spring sunshine with a cup of tea in our picturesque garden.

Our Passion for the environment & society



Blue Sky Project

February 2015 Following Fitco's purchase of the 1st Chery Automotive QQ Electric Car in China, the Blue Sky Project has been founded by Cliff and Katherine with a mission to deliver "Compelling insights for a consumer led path to sustainability". The Blue Sky Project team includes several significant members including the former anchor-man of CCTV's weekly motoring show who has much influence in Beijing. The team is focused on promoting a sustainable lifestyle and is actively promoting the most obvious solution which is brilliant new electric car technology, which offers drivers stunning performance, quietness and great value as well as the prospect of clean air for all in the future for in China, 40% of air pollution comes from vehicle exhausts.



April 2015 The Blue Sky Project held its 3rd meeting and has now launched its 1st project – To produce a documentary of Cliff 's personal story detailing his past environmentalist success stories, have a goal of partnering Katherine's home town of Anyang in Henan province with Cliff's home town of Winchester in the UK for they are both countries 1st ever capital cities and aim to inspire Chinese citizens to adopt a more environmentally friendly lifestyle, such as driving electronic cars, eating vegetarian food and creating a sustainable lifestyle etc.



January 2015 As a Rotarian, Cliff visited the Half the Sky foundation nursing home in Beijing to meet the organisation's inspirational founder Jenny Bowen. Half the Sky Foundation was founded by Jenny 17 years ago with an ambition to ensure that every orphaned child has a caring adult in her life and a chance for a bright future and has helped so far 117,000 orphans gain adoption to date and employs 1400 skilled care workers trained expertly to give constructive love and attention. There are more than 1 million orphans in China so there is still much work to be done and Cliff aims to help market this worth cause across the Rotary organisation globally.

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With consultants and affiliates that span the international landscape, Fitco possesses leading expertise in the recruitment of Regional and Country Senior Executive