



**HEADHUNTER INDONESIA**

♥ Care ♣ Friendly ♣ Professional ♣ Deliver Results



“ We have been exceptionally pleased with the results, they have helped us to fill several key positions within our company, and the hires have been critical to our growth. We trust them with our most senior hires, and they have always delivered top-quality candidates who are not only talented but a great culture fit. They have excelled in their ability to understand our business and our needs. We highly recommend their services. ”

Will Schober

Executive Vice President of International Business Kuelap

## Finding Key Talents for a Fast-Growing Financial Technology Company

### Client

PT Kuelap Solusi Indonesia, a subsidiary of Kuelap Inc of Seattle, United States, is a company that develops, sells, and deploys a cloud-based digital financial services platform with a particular focus on reaching institutions and consumers that are underserved by traditional financial systems.

PT Headhunter Indonesia has been assisting the company since June 2021. Until the present time, we have successfully helped them in recruiting three top level positions within the organizations, namely, Vice President of Program Management – Financial Services, Sales Manager – Financial Services, and Chief of Revenue.

### Challenge

We first engaged with PT Kuelap Solusi Indonesia in June 2021. At the time, the Executive Vice President of International Business of Kuelap requested our assistance in finding the right person to fill the role of Program Manager for their newly established Financial Services Department. As a company, Kuelap had a clear idea of an ideal candidate, but they did not know how and where to begin searching for the candidate. We then offered to them our expertise as their recruitment business partner.

While Kuelap has been in business in Indonesia since 2017, it lacked brand awareness and was therefore foreign to the potential candidates we had approached. There was a lot of hesitation from the potential candidates because they had never heard about the company before. Additionally, Kuelap is still considered a fast-growing start-up company that needs to have talents who are self-motivated and willing to grow together with Kuelap. With these challenges, only a handful of selected candidates were attracted to join the recruitment process.

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- EXECUTIVE LEADERSHIP
- CORPORATE CULTURE
- EMPLOYEE ENGAGEMENT
- TALENT ACQUISITION

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## Approach

### Talent Mapping

Prior to the interview session, we conducted a thorough talent mapping process to identify potential candidates who possessed the required technical skills desired by Kuelap.

### Interview

In addition to finding candidates with the desired technical skills, we also ensured that the selected candidates we would promote shared Kuelap's mission, which is to empower financial inclusion through the digitalization of Indonesian cooperatives' financial system. It is also necessary for us to find candidates who were comfortable with the highs and lows of being a part of a fast-growing startup company.

### Storytelling

It is important for us to carefully craft a compelling story about our client companies when we are representing them, and even more so when they do not yet have a strong brand awareness. It is essential for us as a recruitment business partner to avoid sugarcoating the stories of our client companies for the sake of attracting potential candidates quickly. What we typically do is truthfully inform the candidates about our client's stories as well as the offered position. This kind of approach has allowed us to find the candidates that we are looking for, the ones who are up for the challenges.

## Results

As time progresses, we have successfully helped them in filling three senior level positions. Our talented candidates have joined Kuelap for critical roles such as, Chief of Revenue, Vice President of Program Development – Financial Services, and Sales Manager – Financial Services.

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