

# FOUNDER

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**JANNET CHEUNG**  
FOUNDER & PARTNER  
JCMARKINZE



POWERED BY ASIA CEO COMMUNITY & GLOBAL CEO COMMUNITY

# CAN YOU SHARE YOUR BACKGROUND JOURNEY AND WHAT LED YOU TO ESTABLISH JCMARKINZE - THE EXCLUSIVE SEARCH?



With over 20 years of experience in HR and executive search, together with my unwavering pursuit of entrepreneurship since the early days in my career and the clear vision I have now for how we should serve our clients better, it is this realization that has brought me to establish JCMarkinze - The Exclusive Search. Our aim is to move beyond merely identifying talents and experts, we aim to become the trusted advisor who understands the intricate needs of our clients, offering strategic, long-term solutions to their business and talent challenges by enlarging our scope of service along the value chain. This is how JCMarkinze was founded, we are an exclusive search and expert advisory firm that has an ecosystem of expertise to help solve our clients' business problems.





## CAN YOU DESCRIBE THE CORE VALUES AND MISSION THAT GUIDE YOUR FIRM?

Our vision and mission is “To be the leading talent and expert exclusive search firm in Asia through delivering accurate and timely market intelligence that facilitates our clients' business decisions and operations, adhering to the highest standard of professionalism and integrity, becoming the best employer for talents in the industry.”

We believe in providing high value in our services and tailoring our services to the unique needs of each client, ensuring that we not only meet their immediate requirements but also contribute to their broader strategic goals. We redefine the executive search process by making it more personal, insightful, and impactful with the objective of helping our clients thrive in their businesses. We see ourselves as the extended arm of our clients when we go into the market to talk to the talents and experts. We speak to the market through the lens of our clients. We care about the business impact with every project we take on for our clients more than simply completing the search mandates and advisory projects.

# WHAT SERVICES DO YOU PROVIDE?



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JCMarkinze specializes in three core services: talent and expert search, talent market mapping, and expert advisory services across key sectors including financial services, insurance, private equity, venture capital, and digital businesses.

Our unique approach integrates business advisory into the talent and expert search process, providing a full spectrum of services that address both talent acquisition and the broader organizational challenges clients may have. Ultimately, we want to expand our scope of service along the value chain and go beyond the traditional executive search model.



# What sets JCMarkinze - The Exclusive Search apart in running talent and expert search mandates?



At JCMarkinze, we differentiate ourselves through our extensive international network of business partners, a dedicated and experienced research team that excels in finding talents and experts who are not easily accessible on traditional search platforms, and our competitive and flexible pricing structure. In addition to these premium services, we have an in-house General Counsel to ensure the protection of our clients' and candidates' confidential information, ensuring it remains secure and is not randomly circulated in the market during confidential search mandates and projects. Alongside this, our advisors provide market insights not only for talent and expert searches but also for broader organizational and business challenges.



## Who are your target clients and talent/expert markets?



We support businesses within financial services, insurance, private equity, venture capital, portfolio companies, family offices, and digital sectors. From a market perspective, our operations are focused on the APAC region as well as Japan, and global markets including Europe and the UAE. The talent we work with are senior executives in their respective area; The professionals we work with are the Subject Matter Experts (SMEs) who align with our clients' specific needs across those sectors we operate in.

## How does the expert advisory panel fit into JCMarkinze's ecosystem?

Our expert advisory panel is the cornerstone of the services we offer. Composed of industry veterans with deep expertise and professional track records, the panel provides strategic guidance to our clients. Our advisors are all successful business leaders who bring valuable insights to our talent and expert search mandates. With their engagement, we ensure that every talent or expert we recommend to our clients is well-suited and can create a meaningful impact within their respective organizations.







## WHAT TRENDS DO YOU SEE IN THE TALENT AND EXPERT MARKET, AND WHAT SHOULD CLIENTS FOCUS ON IN SENIOR EXECUTIVE HIRING?

Trends vary across industries but in this ever-changing world that we are living in, the common denominator of the talent and expert we are looking for are those leaders who can strategize and execute short, medium and long term plans while not forgoing revenue growth. Transformational skills have become more imperative than ever to challenge the status quo for a business to stay competitive at all times. For clients when it comes to senior talent or expert search, certainly the competencies required are dependent on the business outcome that our clients want to achieve. The two key priorities our clients are focusing on now are leaders with a good reputation in their field, who have deep unrivalled sector expertise or those who possess the ability to lead and execute transformation that can move the needle for the business.





## “ How can JCMarkinze – The Exclusive Search add value to clients over the next five years?

Over the next five years, we plan to grow organically, focusing on building deep and long-term partnerships with our clients. The business will not be successful without good talent. Our mission and vision as stated is to become the best employer for talents in the industry. We recruit mature individuals with high work ethics and discipline who deliver quality work within strict deadlines. Our office is located in the heart of the city. Our team is welcome to work in our office or remotely at flexible hours. We value the well-being of every team member who works at JCMarkinze. With regards to expert advisory, we aim to expand our advisory panel, bringing in more selected senior leaders from various industries to strengthen the breadth and depth of our strategic advisory service to our clients.

In the long-term future, we plan to extend our reach and presence into other strategic locations that we believe can provide local market insights and expertise that suit our clients' needs.





# HOW HAS TECHNOLOGY INFLUENCED THE SEARCH MARKET?

Technology has dramatically transformed the executive search industry. Two decades ago, the value of search firms was in their proprietary networks and ability to source hard-to-find talents and experts. Therefore, clients were willing to pay a premium to identify those talents or experts that only appear in the search firms' proprietary database.

Today, platforms like LinkedIn and AI-driven tools have made talent more accessible. You can see the trend that many companies have built or started building in-house talent acquisition teams to handle their hirings directly. As a service provider, we cannot demand the same amount of fee premium as we used to do in the old days. Clients have become smarter and are allocating less budget to an executive or expert search partner than they did two decades ago. Rather, they are now allocating this budget to other business pain points along the value chain that drive more impact and value to the business and shareholders.

A simple analogy is the evolution of TVs and smartphones. Nowadays, you pay a fraction of what you used to pay during your parents' generation, you get a far slimmer and lighter TV or smartphone with more sophisticated functions than what you could get in the 1980s, thanks to the way technology has advanced. It's an inevitable trend across all industries including ours.



As a Business Partner to our clients, we have to go above and beyond the traditional model and adapt to the way the world and the market are evolving. We need to enlarge our scope of services to provide more impact to our clients along the value chain while the clients can keep their budgets in check. It goes without saying, we do not lose our focus. JCMarkinze focuses on doing what we are great at and partnering with the best-in-class.



# OUR ADVISORS



**ARTHUR CHAN**

FOUNDER & CEO OF  
SNOWBALL

## **WHY DID YOU DECIDE TO PARTNER WITH JCMARKINZE?**

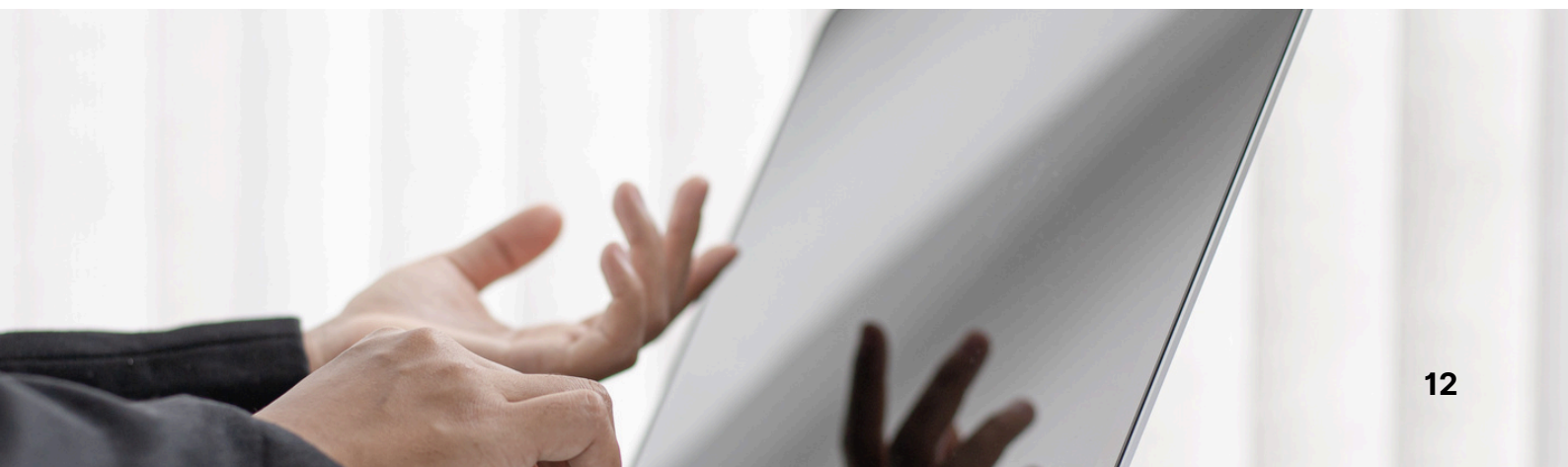
I decided to partner with JCMarkinze for both personal and professional reasons. On a personal level, I've known Jannet, the founder, for several years. We first connected when she approached me about a job opportunity while I was the COO at Vpon. What really stood out was her genuine professionalism and her deep commitment to understanding the true needs of her candidates, which is rare in the recruitment industry. This personal trust laid the foundation for our partnership. On a professional level, Jannet's focus on executive search in the Asian market aligns perfectly with my own career experience in the digital industry, where I've worked for over 15 years. Our combined expertise creates a strong synergy in collaborating on senior-level placements.

## **IN ADDITION TO PARTNERING WITH JCMARKINZE ON THE TALENT AND EXPERT SEARCH MANDATES, HOW WILL YOU PARTNER WITH JCMARKINZE TO PROVIDE YOUR EXPERTISE AND IN WHICH FOCUS AREA?**

My role with JCMarkinze involves two main contributions. First, I'll provide my expertise in assessing candidates of the talent and expert search mandates during the due diligence phase. With my extensive experience in the digital industry, having hired nearly 500 candidates over 15 years, I'm well-positioned to evaluate whether candidates are the right fit for specific roles. I'll review and interview candidates, offering insights based on my experience in talent management. Second, I have a strong network of clients who often seek senior executives, especially during regional expansions. While I've made personal referrals in the past, there are sometimes sensitivities or conflicts of interest. In these cases, I trust JCMarkinze, particularly Jannet, to handle these searches with the utmost professionalism, ensuring that the relationships I've built with clients are preserved.

## **HOW WILL YOU HELP SOLVE THE CLIENTS' BUSINESS PAIN POINTS IN PARTNERING WITH JCMARKINZE?**

Businesses, whether they are startups or large corporations, face similar challenges when expanding into new markets. They need to conduct market research, establish local connections, and hire the right senior talent to help them scale and localize their products and services. This can be risky and complex. By partnering with JCMarkinze, I can use my experience to help clients beyond just finding talent. Together with JCMarkinze, we can work closely with clients to understand their challenges, goals, and specific needs from the very beginning. This approach helps minimize risks throughout the market expansion process, making it smoother and more strategic. While we can't eliminate all uncertainties, our combined expertise ensures we significantly reduce the risks clients face when entering new markets.





# OUR ADVISORS

A portrait of Bhupesh Gupta, a middle-aged man with grey hair, glasses, and a mustache, wearing a dark blue suit jacket over a white shirt. He is smiling and has his hands clasped in front of him. The background is a bright office space with a window and some green plants.

## BHUPESH GUPTA

FORMER CEO  
APAC OF COFACE

### **WHY DID YOU DECIDE TO PARTNER WITH JCMARKINZE?**

My decision to partner with JCMarkinze was primarily driven by my respect for Jannet as a person and a professional. When she approached me, I felt inclined to support her because I have personally enjoyed her very personal dedication to her mandates and professional approach to executing on them. I thought I could bring my experience, as CEO and people employer to provide a perspective that will add to the significant expertise that Jannet brings her clients. An additional benefit I could bring to the organization would be coaching and mentoring where required. This has been critical to my success over the last 35 years, and will be pleased to share this with JCMarkinze's clients.

### **HOW WILL YOU HELP SOLVE THE CLIENTS' BUSINESS PAIN POINTS IN PARTNERING WITH JCMARKINZE?**

I do not intend to take on formal assignments with specific deliverables or long-term consultancy projects, as I have personal commitments. However, I'm happy to offer experiential advice where my knowledge can add value. My role will be primarily advisory, providing insights and feedback drawn from my years of experience. If clients find it beneficial to consult with me, I'm happy to assist in that capacity as the advisor and backed by JCMarkinze's project execution team for ongoing project commitments.



## **IN ADDITION TO PARTNERING WITH JCMARKINZE ON THE TALENT AND EXPERT SEARCH MANDATES, HOW WILL YOU PARTNER WITH JCMARKINZE TO PROVIDE YOUR EXPERTISE AND IN WHICH FOCUS AREA?**

My area of expertise is in credit insurance and the risk management of financial products. With over 35 years of experience across various financial sectors, including leasing, equity, and debt, I bring a broad perspective. I also have a proven ability to assess and build strong teams, which comes from years of hiring based on both skill and attitude. I focus on finding individuals who not only excel intellectually but also fit well within a company's culture. I believe this experience will allow me to help JCMarkinze in evaluating candidates for senior roles. Occasionally, I may also introduce contacts from my network if the right opportunities arise.





# OUR ADVISORS

A portrait of Atul Goel, a man with dark hair, wearing a dark checkered suit jacket, a white shirt, and a dark tie. He is standing in an office environment with blurred background elements.

**ATUL GOEL**

PRINCIPAL CONSULTANT OF  
TRANSVENTIONS GLOBAL

## **WHY DID YOU DECIDE TO SIT ON THE ADVISORY PANEL OF JCMARKINZE?**

Mutual trust and the opportunity to add real, tangible value are the two key factors I consider when forming any professional association. JCMarkinze has a strong, capable team, and after knowing Jannet for nearly a decade, I felt this was the right fit. With the relationship capital Jannet has built over time, and the increasing activity in the talent domain, this is an exciting time to contribute to support organizations in their talent strategies. I'm grateful to be part of this team.





## **IN ADDITION TO PARTNERING WITH JCMARKINZE ON THE TALENT AND EXPERT SEARCH MANDATES, HOW WILL YOU PARTNER WITH JCMARKINZE TO PROVIDE YOUR EXPERTISE AND IN WHICH FOCUS AREA?**

Bringing the right talent into an organization is just the first step. The next, and equally important step is ensuring that talent is continuously developed, equipped with the right skills, and effectively coached to sustain high performance. This is where my expertise lies. As newer generations join the workforce, there is a growing demand for a structured learning roadmap that not only builds functional capabilities but also role-specific behavioural competencies for both present and future needs. This has a direct impact on talent retention. My focus will be on understanding clients' mid-to-senior leadership development needs and designing tailored interventions that deliver measurable outcomes. This includes creating learning academies, conducting assessments, leadership interventions and coaching, and curating programs that strengthen both functional and behavioural competencies.



# JC MARKINZE

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THE EXCLUSIVE SEARCH

JCMarkinze – The Exclusive Search is an exclusive search and expert advisory firm that brings together a team and industry veterans with a wealth of experience and a good reputation in their respective fields to serve our clients. Our business will only continue to grow if we deliver quality services. We hope to see our clients walk out of the door with a smile on their faces.

Partner with us, watch your business thrive!

# ASIA CEO COMMUNITY

ASIA CEO COMMUNITY IS A PROFESSIONAL NETWORK FOR BUSINESS LEADERS AND EXECUTIVES IN THE ASIA-PACIFIC REGION. THE COMMUNITY PROVIDES A PLATFORM FOR MEMBERS TO CONNECT, NETWORK, AND EXCHANGE IDEAS AND INFORMATION ABOUT BUSINESS IN ASIA.

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*Maggie Au Yeung*

Edited by