

Talent Targeting System

At Alcon Maddox we provide recruitment and executive search services for technology companies looking to bolster their commercial divisions. We specialise in sourcing the highest calibre talent in Cyber Security, FinTech and Cloud using our proprietary Talent Targeting System which identifies and nurtures the top 15% of talent relevant to your business.



Commercial Recruitment Specialists

We understand the impact of not being able to access top-tier talent resulting in a wrong hire or, even worse, a non-hire. Ultimately, this effects not only the growth of existing revenues and market penetration, but also how well you can protect revenue in times of crisis.

Partnering with Alcon Maddox gives you access to a proprietary system that identifies and nurtures the most valuable talent in the industry, with the added assurance that when candidates are delivered to you they have been vetted by someone with a complete understanding of the market. You can trust that your time will not be wasted on low-quality candidates who do not meet your requirements.

Your Recruitment Challenge

The Problem

You want access to the best quality talent in the UAE's technology sector, but **your existing recruitment process is not delivering** meaning you face unnecessary challenges hitting forecast budget, and are finding it harder to compete in a very crowded market.

Because you cannot find a reliable recruitment partner who you trust to deliver talent with experience relevant to your business, you are spending too much time on something that is **not your core strength** and it is having a direct impact on your bottom line.

You do not have an up-to-date pipeline of pre-qualified candidates, not only hurting your ability to grow revenues, but meaning you are **not in control of your candidate acquisition process.**



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The Solution

You need a **process of identifying top talent** with experience relevant to your business giving you the competitive edge to build a strong and sustainable organisation.

You need a **specialist reliable recruitment partner** capable of delivering talent with experience relevant to your business so you can free-up time to focus on other business demands.

You need an **up-to-date pipeline of relevant pre-qualified talent with experience relevant to your business, that match your specific requirements** giving you the ability to grow your revenues in-line with forecast budget.

Traditional Recruitment Methods

As an example, there are **1,133** sales leaders working within the Cyber Security, FinTech and Cloud sectors in the UAE (see table below).

Yet traditional recruitment methods access ONLY 30% of these candidates.

With a traditional recruitment approach, you have no visibility over the talent market size, or how many match your exact requirements. You will likely not know how candidates are being assessed and filtered. Often you will get an influx of poor quality CVs, after which your recruiter seems to disappear, leaving you feeling out of control of the hiring process. The traditional recruitment methods are typically restricted to:

Job Board Searches

You only get access to active candidates. Only 30% of candidates are ever actively seeking new opportunities, meaning the best-fit candidates are often not considered, increasing the risk a bad hire.



LinkedIn Messages

Not all commercial leaders are on LinkedIn or keep their profile up-to-date. The best candidates are usually too busy. Once again, you are limiting your access to only a small portion of the market.



Cold Calling

This annoys busy professionals. A company's brand is ranked as one of the top considerations for candidates when deciding who to work for. A tarnished brand will impact your ability to attract top talent.



Online Advertising

This only identifies active candidates who shout the loudest.



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You Are Missing 70% of the Talent Market

Traditional recruitment methods only access 30% of the available talent pool making it impossible for you to hire the best people in Cyber Security, FinTech and Cloud. Our Talent Targeting System secures the **TOP 15%** of talent relevant to your business.

Role	Total Talent in UAE Market*	Traditional Recruitment Database 30%	Alcon Maddox Talent Targeting Database 87%
Solutions Architect	714	214	621
Pre-sales Professional	903	271	786
Sales Leaders (Head/Director/VP)	1133	340	986
Sales (Hunters)	6355	1907	5529
Sales (Farmers)	3011	903	2620

*Figures accurate as of February 2022



We Do Things Differently

Our Talent Targeting System

Increased Market Coverage

We don't just rely on LinkedIn. With the increased market coverage our system provides we are able to access active and passive candidates giving you the assurance that your shortlist contains the best-fit candidates relevant to your business reducing the risk of a bad hire.

Quality

The quality of talent our system identifies and qualifies offers a competitive advantage - our candidates are career driven, hungry for personal growth, and can hit the ground running, thereby fueling your expanding business.

Speed

Our system enables us to build a targeted dataset within days, significantly increasing the opportunity of acquiring the best talent the market has to offer. We have a 100% success rate for clients that opt for our retained search service.



Key Roles We Fill

Sales Managers
Head of Sales
VP of Sales
Director of Sales
Channel Managers & Directors
Solutions Architects
Pre-Sales Professionals

Four-Step Process to Hiring Your Next Commercial Leader

Day 1: Project Discovery

Here we seek to gain a thorough understanding of your company, your culture, the challenge being addressed with these hires, your time lines for hiring, and your existing recruitment strategy. To minimise unnecessary back and forth, we leave no stone unturned, allowing you to get on with your job, safe in the knowledge that we are doing ours. This part of the process will also involve us speaking with a selection of peers and direct reports (where appropriate) to build a better picture of the required profile.

Day 3: Mandate Initiation Document Sign-off

A mandate initiation document (M.In.D) will be presented for sign-off, along with the job description (amended, if necessary) for candidate sourcing. This will detail the key skills and experience required, along with best case super skills which put a candidate in the top 15%.

Day 4-20: Search & Screen

We segment candidates following our bespoke, methodical, process driven search techniques, backed by intelligent 24/7 automated systems to build a shortlist. This list is pre-screened and qualified ahead of submission to you, ensuring you only ever review the top 15% of relevant talent, saving you both time and money.

Day 21: Candidate Shortlist

Shortlisted candidate, typically a maximum of five, are presented within 21-28 days of assessment criteria sign-off, with recommended probing techniques for interviews. This gives you and the candidate the best opportunity to have an interview worthy of your time.



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Our Specialist Sectors

Cyber Security

With the heightened need for increased cyber security solutions, companies are looking for specialist support to grow their revenue generating teams.

FinTech

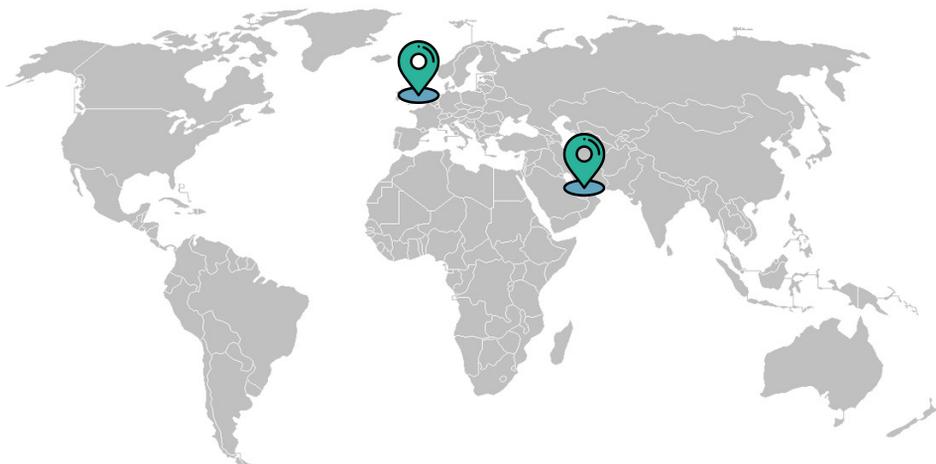
With investment in fintech at an all-time high, companies are rushing to build teams that support the rapid evolution and adoption of their solutions.

Cloud

As more companies rush to digitally transform, Cloud and AI solutions have become paramount, supporting operational efficiency, and driving commercial growth.

Where We Work

Headquartered in Dubai, with a presence in London, we serve clients across the Middle East and Europe.



More Than Just a Recruitment Partner

Next Steps

If you are looking for your next commercial leader then schedule a 15-minute strategy call:

Richard Richie
Managing Director



+971 (0)55 954 8709



richard@alconmaddox.com



Book directly <https://calendly.com/richardrichie/discovery>



www.alconmaddox.com