



# Case Study

**"Hiring Strategic Executives to  
Unlock Growth in New Markets"**

By Preacta



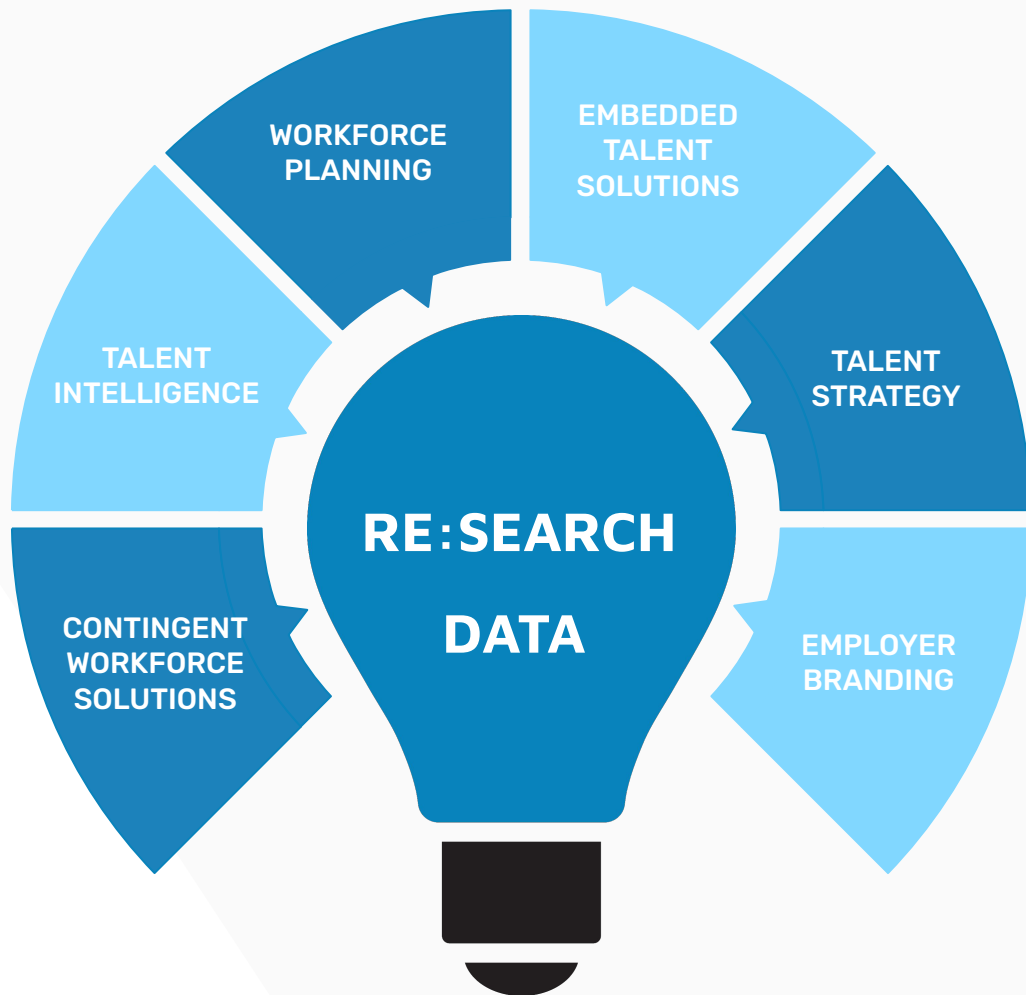


**Challenging the status  
quo through **Innovation**  
and **Transformational**  
**Impact.****



**PREACTA DIFFERENCE**

# Setting A New Benchmark In Talent And Recruitment





## THE CLIENT

GitLab partnered with a reseller in China to enter what had proven to be a heavily saturated market. The first order of business was to recruit an Executive to manage operations, strategy and ensure a thriving partnership. After six months of unsuccessful search, Gitlab engaged Preacta to fill this role.

### Who are Gitlab?

- GitLab is a complete DevOps platform that enables professionals to perform all the tasks in a project—from project planning and source code management to monitoring and security.
- 2,200+ employees
- HQ in San Francisco with offices around the globe

### Position to Fill

✓ **Director of Strategy and Operations**

# Executive Search backed by Talent Intelligence

## HIGHLIGHTS

**Retained Search** to help Preacta identify the challenges your industry is facing.

**Talent Intelligence support** to identify the talent pool across multiple locations.

**Advisory** for leveraging our Talent Intelligence results to better understand the market and therefore prioritise the skillsets requirements.

**Delivery** of a strong, curated shortlist of candidates.

**Customised Real-time Reporting Dashboards** for visualizing your growth and success as it progresses.

## Key Learning

*"Leveraging from Talent Intelligence insights, we helped the client understand the talent pool and adapt the requirements accordingly which resulted in a successful hire."*

Justin – Talent Partner

## THE PROBLEM WE SOLVE

# Calibrating Executive Search for Global Reach

### The main challenges

- Identifying the scope of the JD and skills prioritization
- Extremely niche talent pool
- Talent identification across multiple countries (USA, Singapore, Australia & NZ)



### Criticality of this role for the business

This role would determine the success of the company in entering the Chinese market.

# Executive Search backed by Talent Intelligence



**260**  
Candidates



**5**  
Countries



**10**  
Shortlisted  
Candidates

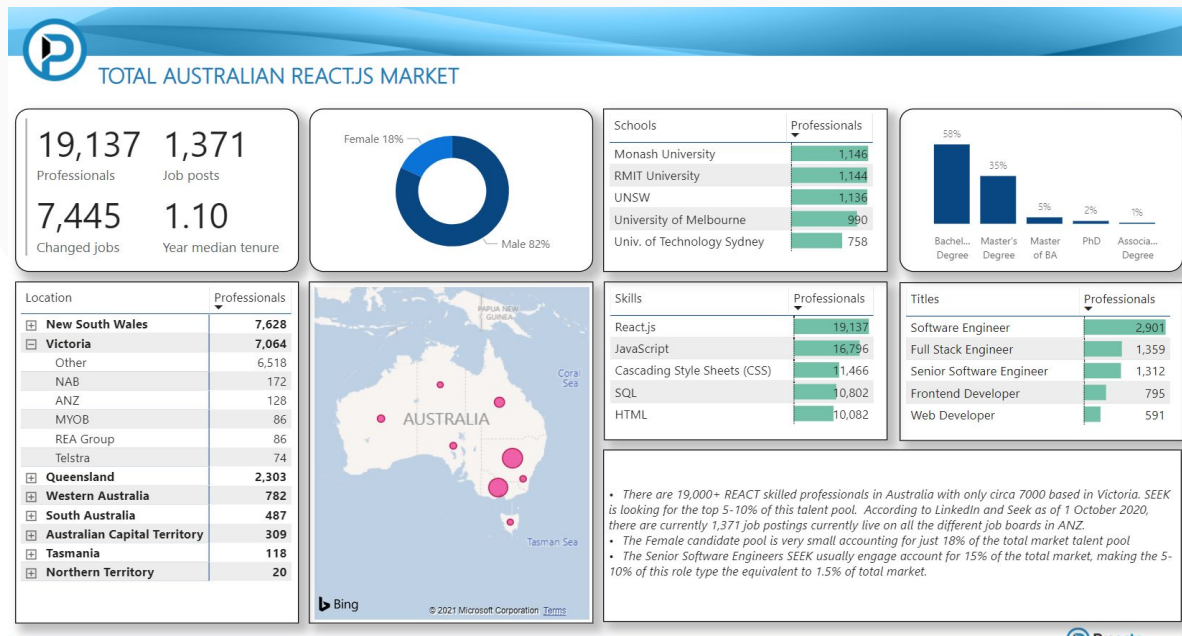


Successful  
Hires in  
**3 weeks**

## OUR DIFFERENCE

# Talent Intelligence - Market Mapping

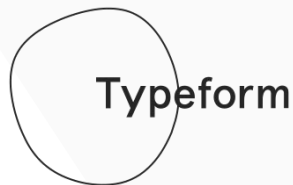
Having a **strategic approach**, our talent intelligence functions successfully mapped talent across NZ, Australia, Singapore, and USA.







# Our Partners





# Prepared By Preacta

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Founded in 2012 in Sydney, Australia, Preacta was created by consultants passionate about business, people, and innovation to help the emerging markets within the digital and technological landscape thrive.

Preacta offers employment opportunities, consulting, and innovative end-to-end solutions for Talent Acquisition through community groups, industry collaborations, and Meetups for international professionals. Preacta exist to help build a brighter future for the talent industry by offering unmatched expertise and customer-centric results.