



UNICORN PARTNERS

Executive Search / Specialist Recruitment



The most important decisions that business people make
are not what decisions, but who decisions

Jim Collins, Author of Good To Great

Hire only the best by taking your time,
hiring only people who are better than you in some meaningful way,
and not letting managers make hiring decisions by their own teams

Laszlo Bock, Author of WORK RULES!

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1. About

Unicorn Partners is an executive search & specialist recruitment firm, serving the needs of clients mainly throughout Asia-Pacific Region including Japan. Established in June 2016 and headquartered in Singapore, we also have an office in Tokyo.

We focus on:

- CXO/Senior Management search for key industries
- Specialist talent search for Financial Services, Consulting Services and Consumer Technology Industry

We have established the strong network with global companies (financial institutions, multinational corporations, consulting firms and start-ups) as well as with talented individuals of multiple industries and business functions around the globe.

We truly believe that human capital is the most valuable asset for any business and that recruitment is not just about finding people but ultimately for finding a solution. Before we commence hiring efforts, we seek to understand your business and organizational challenges first and find the best talent through our global network and search method.

We are committed to the speed and quality of hiring.
Let us find your UNICORN.



2. Vision

To optimize demand for and supply of a global workforce,
and make people more productive and happier

3. Value



Customer-oriented

We are in people business and our core value is to connect the right people at the right place at the right time. We dedicate 100% for our customers and always think and act with the voice of customers.



Craftsmanship

We deliver what we promise, we are proud of what we do or we won't give up when faced with difficulties. We overcome challenges in hiring great people. In order to achieve this, we have been developing skills and accumulating knowledge and experience.



Entrepreneurship

We are ambitious in solving our customer's various challenges. We always think creatively and share new ideas with our customers. An entrepreneurial spirit is essential and enables us to move forward.

4. Service

We provide both retainer search and contingency search services upon understanding a client's needs and new requirements. Our consultants have more than 20 years of executive search experience in APAC/Americas/EMEA and have placed more than 200 senior positions. Very often we help multinational corporations in building and expanding their businesses into Asia and/or other regions.

We also provide services in following areas:

● Recruitment Process Outsourcing ● Market Mapping / Market Research ● Executive Talent Assessment ● Recruitment Consulting / Human Resources Consulting

4. Service

Retainer Search

Our result-driven executive recruiters identify a great leadership talent who can solve clients' business challenges. We assess various aspects of candidates: skills, experience, performance, cultural fit, motivation, family priorities and career aspiration. This multidimensional assessment provides a client with confidence in candidates who can sustain their contribution and performance

We build deep and long-term relationships with the world's most talented individuals to ultimately build winning leadership teams for premier organizations around the globe

All searches require a sophisticated blend of industry knowledge with understanding of business needs, corporate culture, people assessment, competition, challenges, and disruptive technologies



4. Service

Search Process

We always work closely with our clients through 6 phases, 17 steps, 12 weeks to complete successful executive placement. A typical process is as follows:

- Client briefing and position assessment (1-2 weeks)
- Building candidate longlist (2 weeks)
- Building candidate shortlist (2 weeks)
- Scheduling of client/candidate interviews (2-3 weeks)
- Negotiation, reference check and closing (2 weeks)
- Onboarding and follow-up candidate consultation (1-3 months)



4. Service

Contingency Search

We provide 12 – 16 weeks exclusive contingency search to solely represent a particular position into a talent market on behalf of our client. We represent a client's interest and message in order to attract the best candidates. We conduct exactly the same search process and deliverable as a retainer search.

Upon our client request, we also provide a non-exclusive contingency search for usually 12-16 weeks. We identify suitable candidates from our database and our global network based on client's requirements. We are also capable of finding Japanese business professionals through our extensive candidate pool of Japanese and English bilingual talents.



4. Service

RPO (Recruitment Process Outsourcing)

We provide a comprehensive recruitment process outsourcing service. We design recruitment process, timeframe, cost, team structure and risk management based on our client's hiring issues. Our clients are able to outsource their entire recruitment process such as recruitment branding, job posting, building candidate pipeline, candidate selection, interview arrangement and closing

Market Mapping / Market Research

Sometime our clients have their own internal recruitment team. We help their candidate market mapping and build their candidate pipeline. If you have a missing capacity in conducting market mapping and candidate pipeline building, we are here to help you fill the gap.



4. Service

Executive Talent Assessment

Effective hiring requires an internal talent assessment and executive assessment to build an organization development and strategic workforce plan. We have the capability to conduct professional and scientific assessment as well as provide feedback and advice to our clients. These tools are also used in a hiring process to select a suitable candidate

Recruitment Consulting / Human Resources Consulting

We analyze clients' hiring needs, talent market, competition, brand recognition and design a thorough recruitment strategy and process for our clients. We define who, where, when and how to recruit talents. We have several external business partners in Singapore and Tokyo to provide such HR consulting services and serve our clients' needs.





5. Specialization

For Executive Search CXO & Senior Management

One of our core strengths is to identify an executive talent with strong cultural fit for our clients. Here are the particular management functions and our focus industries where we have had successful track records and specific insights to deliver on hiring

Senior Management Functions

CEO (Chief Executive Officer)	COO (Chief Operating Officer)
CFO (Chief Financial Officer)	CMO (Chief Marketing Officer)
CTO (Chief Technology Officer)	CIO (Chief Information Officer)
CRO (Chief Risk Officer)	CHRO (Chief Human Resource Officer)
CSO (Chief Strategy Officer)	CAO (Chief Administrative Officer)

Global Head, Regional Head, Country Manager, Department Head
Head of Compliance, Head of Legal, Head of Data Science



5. Specialization

For Executive Search
CXO & Senior Management

Focus Industries

- Financial Services & Private Equity
- Consulting Services
- Technology, Media & Telecommunication
- Oil & Gas, Metals & Mining
- Utilities & Alternative Energy
- Healthcare, Pharmaceuticals, Life Science
- Industrial Goods & Services
- Consumer Products & Retail Services

5. Specialization

For Specialist Recruitment Financial Service Industry

We have extensive knowledge and experience to search for industry specialists in any type of financial institutions, both sell-side and buy-side, and from front office to middle & back office

- Corporate Investment Banking
- Global Markets
- Transaction Banking
- Wealth Management / Asset Management
- Alternative Investment
- Insurance
- Fin-Tech
- Back office & middle office



5. Specialization

For Specialist Recruitment Consulting Service Industry

We have extensive knowledge and candidate network of not only traditional consultancy areas but also new areas of consulting practices such as Digitalization, Data Science/Advanced Analytics and Machine Intelligence

- Strategy / New Market Entry
- Marketing / Digitalization, Digital Marketing
- Data Science / Advanced Analytics / Machine Intelligence
- Post-Merger Integration / Management Operation
- Financial Advisory / Merger & Acquisition
- Accounting / Management accounting
- Information Technology / ERP / SCM / Cyber Security
- Human Resource / Talent Management
Organizational Development
- Risk Management / Compliance



5. Specialization

For Specialist Recruitment Consumer Technology Industry

Consumer technology Industry includes digital consumer goods, e-commerce, digital media, Internet & mobile application services, social gaming and telecommunication. These are one of the fastest growing areas around the globe

- Business Planning / Product Planning
- Business Development / Partnership Development
- Sales & Marketing
- Digital Marketing / Social Media Marketing
- Search Engine Optimization
- User Experience / User Interface
- Data Scientist / Consumer Insight
- Machine Learning / Machine Intelligence
- Advanced Business Analytics
- Digital Solution Architect

6. Geographic Coverage

We currently have offices in Singapore and Tokyo and below is the list of places where our current clients and candidates are based as well as where we have a track record of conducting executive searches in last 5 years

Asia Pacific

- Japan : Tokyo, Osaka, Nagoya, Fukuoka, Sapporo
- South East Asia : Singapore, Indonesia, Thailand, Malaysia, Vietnam, Philippines, India
- North Asia : China, HongKong, Taiwan, South Korea
- Oceania : Australia, New Zealand

Americas

- USA, Mexico

EMEA

- UK, Germany, France, Switzerland, Luxemburg, Norway, UAE, South Africa

7. Team



Yasuharu Yamada Partner

Yasuharu Yamada is a founder and CEO of Unicorn Partners Pte. Ltd., established in June 2016 in Singapore and Tokyo and has over 18 years of recruitment industry experience. Prior to starting his own venture, he had joined a Singapore-headquartered executive search firm in 2011 as a start-up member of the Global Corporate & Investment Banking, Global Transaction Banking and Private Wealth Management practices, working on senior searches across the Asia Pacific region including Japan.

The areas of his specialty are Transaction Banking, Corporate Banking, Investment Banking, Private Wealth Management and Buy Side where he has extensive experience in placing senior individuals and teams. He has worked in the executive search industry since the late 1990s. In Japan, he worked for the second largest recruitment firm as CEO of its subsidiary in Tokyo and as Branch Manager in Osaka and Nagoya. Throughout his leadership role, he successfully led various industry practices such as Banking & Finance, IT, Internet Businesses, Manufacturing & Engineering, Chemical & Pharmaceutical and Consumer Product.

He is a graduate of Tokyo University of Science majoring in Business Administration. Prior to relocating to Singapore in June 2010, he had lived in Toronto, Canada. He is a native Japanese speaker, fluent in English, and now studying Chinese. He currently lives in Singapore with his family.

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8. Contacts

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