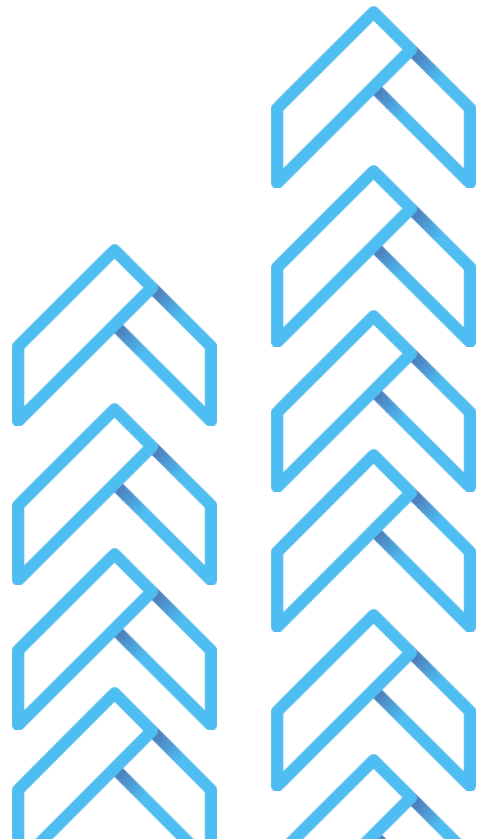


**KINETIK**

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# **CASE STUDIES**

**Track Record of  
Success**





# Long-Term Partnerships



<b>Duration :</b>	3 years (ongoing)
<b>Scope :</b>	Candidate sourcing and TA operations across Malaysia, US, and Europe (remote/onsite).
<b>Results :</b>	<ul style="list-style-type: none"><li>• 90+ offers: Marketing, Finance, Tech, Data, Product, HR, Creatives, B2B.</li><li>• Streamlined applications via Greenhouse ATS.</li><li>• Improved time-to-hire and candidate experience.</li></ul>
<b>Team :</b>	2 on-site Kinetik staff (Currently)



<b>Duration :</b>	1 year and 5 months (Ongoing)
<b>Scope :</b>	390+ offers extended to candidates in the hiring for Business Development, Marketing, Operations, Product & Data.
<b>Results :</b>	<ul style="list-style-type: none"><li>• Partnered with stakeholders to recruit top-tier candidates for senior positions.</li><li>• Managed end-to-end recruitment for diverse roles, including niche and cross-entity positions.</li><li>• Improved closure rate via collaboration with the internal TA team.</li></ul>
<b>Team :</b>	5-8 Kinetik staff.



# Long-Term Partnerships



<b>Duration :</b>	4 years (ongoing)
<b>Scope :</b>	Group leadership and second-tier hiring.
<b>Results :</b>	<ul style="list-style-type: none"><li>• Key hires: CTO, CMO, Chief Data Officer, Heads of Partnerships and Engineering.</li><li>• Supported salary benchmarking and assembled Digital Bank leadership.</li></ul>
<b>Team :</b>	1 Kinetik staff.



<b>Duration :</b>	2 years (Ongoing)
<b>Scope :</b>	110 hires: Data, Engineering, Product, Tech Ops, Risk & Compliance.
<b>Results :</b>	<ul style="list-style-type: none"><li>• 75 roles filled within 9 months.</li><li>• Streamlined offer management and robust screening process.</li></ul>
<b>Team :</b>	5 Kinetik staff.



# High-Velocity Scale-Ups



<b>Duration :</b>	18 months (Completed)
<b>Scope :</b>	64 hires: Product Management, Software Engineering, Cybersecurity, IT Governance.
<b>Results :</b>	<ul style="list-style-type: none"><li>• Optimized delivery through weekly catch-ups and data insights.</li><li>• Increased conversion rates across the hiring funnel.</li></ul>
<b>Team :</b>	3 Kinetik staff.



<b>Duration :</b>	4 months (Ongoing)
<b>Scope :</b>	Hiring for roles within Customer Service and Client Relations.
<b>Results :</b>	<ul style="list-style-type: none"><li>• 55+ offers extended to candidates</li><li>• Streamlined offer management and robust screening process.</li></ul>
<b>Team :</b>	5 Kinetik staff.



<b>Duration :</b>	6 months (ongoing)
<b>Scope :</b>	65+ hires for roles in Logistics and Warehousing.
<b>Results :</b>	<ul style="list-style-type: none"><li>• Mass hiring project for logistic and warehouse roles.</li><li>• Involved in East Malaysia hiring expansion in Shopee Xpress.</li></ul>
<b>Team :</b>	2 Kinetik staff.



# High-Velocity Scale-Ups

## CARSOME

<b>Duration :</b>	12 months (Completed)
<b>Scope :</b>	25 niche hires: Full-stack engineering (Node.js), DevOps, and QA.
<b>Results :</b>	<ul style="list-style-type: none"><li>• Refined candidate engagement process.</li><li>• Improved time-to-hire and doubled candidate attraction rates.</li></ul>
<b>Team :</b>	1 on-site Kinetik staff.

## LottieFiles

<b>Duration :</b>	12 months (Completed)
<b>Scope :</b>	30 global, virtual hires.
<b>Results :</b>	<ul style="list-style-type: none"><li>• Key hires: Head of Marketing, Product Design Lead, HR Manager, SEO Lead.</li><li>• Implemented FreshTeam ATS and a new career page.</li><li>• Reduced average time-to-hire significantly.</li></ul>
<b>Team :</b>	1 Kinetik staff (virtual).



# Regional Execution

**makro PRO**

- Duration :** 3 years (ongoing)
- Scope :** 150+ hires within Software Development, Product and Data Science.
- Results :**
- Standardized hiring processes and assessments.
  - Enhanced candidate experience and decision-making speed.
  - Expedited the mass hiring of developers for Makro Pro
- Team :** 5 Kinetik staff.



- Duration :** 6 months (Ongoing)
- Scope :** 60+ hires within Business Development for Thailand, Philippines & Malaysia
- Results :**
- Closed roles within 28 days by sourcing qualified local talent for key territories.
  - A dedicated team member bridged internal and external stakeholders to represent Zuzu and upsell hiring opportunities.
  - Aligned with Zuzu's hiring team to maintain a consistent process, with Kinetik managing initial talent screening to ensure quality hires.
- Team :** 5 Kinetik staff.



# Regional Execution



<b>Duration :</b>	18 months (Completed)
<b>Scope :</b>	40 hires across Malaysia and Singapore.
<b>Results :</b>	<ul style="list-style-type: none"><li>• Built new Product &amp; Engineering teams (Heads of Design and Engineering).</li><li>• Optimized Greenhouse ATS and delivered salary benchmarks.</li></ul>
<b>Team :</b>	1 Kinetik staff.



<b>Duration :</b>	9 months (Completed)
<b>Scope :</b>	22 hires: Tech Shared Services Hub in Malaysia.
<b>Results :</b>	<ul style="list-style-type: none"><li>• Overcame visa challenges with targeted sourcing.</li><li>• 206 interviews, 30 offers, 22 acceptances.</li></ul>
<b>Team :</b>	2 Kinetik staff.



# Flexible & Value-Driven Solutions

**dentsu**

- Duration :** 5 months (Completed)
- Scope :** 10 hires: Account Director, Senior Talent Advisor.
- Results :**
  - Optimized TA resource coverage and ATS reporting.
  - Streamlined sourcing, offer management, and hiring.
- Team :** 2 Kinetik staff.

**ALMOND**  
FINTECH 

- Duration :** 3 months
- Scope :** 2 niche hires: Senior Java Developer, Technical Product Manager.
- Results :**
  - Conducted global search across EU/MENA for remote talent.
  - Closed roles on schedule with market mapping and search strategy.
- Team :** 1 Kinetik staff (fractional).

**FURNITURE  
AND CHOICE**

- Duration :** 3 months
- Scope :** 3 hires: Technical Manager, Senior UI/UX Developer, Project Manager.
- Results :**
  - Weekly trackers optimized process, filling roles within 3 months.
  - Provided data-led insights to streamline decisions.
- Team :** 1 Kinetik staff (fractional).



# Flexible & Value-Driven Solutions



**Duration :** 1 year (Completed)

**Scope :** Hiring for Senior Engineers and Sales personnel.

**Results :**

- Key hires: Senior Application Engineer, Project Manager, Sales Associate.

**Team :** 1 Kinetik staff.



**Duration :** 1 year 4 months (Ongoing)

**Scope :** Hiring for tech positions.

**Results :**

- Key hires: GenAI Developer, Critical Manufacturing Engineer.

**Team :** 1 Kinetik staff.



# Flexible & Value-Driven Solutions



- Duration :** 4 months (Completed)
- Scope :** Hiring for core functions in legal, finance and tech.
- Results :**
- Key hires: Director of Legal, Finance Manager, Senior Product Manager.
- Team :** 1 Kinetik staff.



- Duration :** 8 months (Completed)
- Scope :** Technology hiring for Shared Services KL, Operations, Sales (SG).
- Results :**
- Key hires: Project Manager (SG), Sales Manager (SG), ServiceNow Developer, UX Designer.
- Team :** 2 Kinetik staff.