

Hudson

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SALES & MARKETING

Talent trends

Hiring demand and salaries in mainland
China, Hong Kong and Singapore

H2 2017

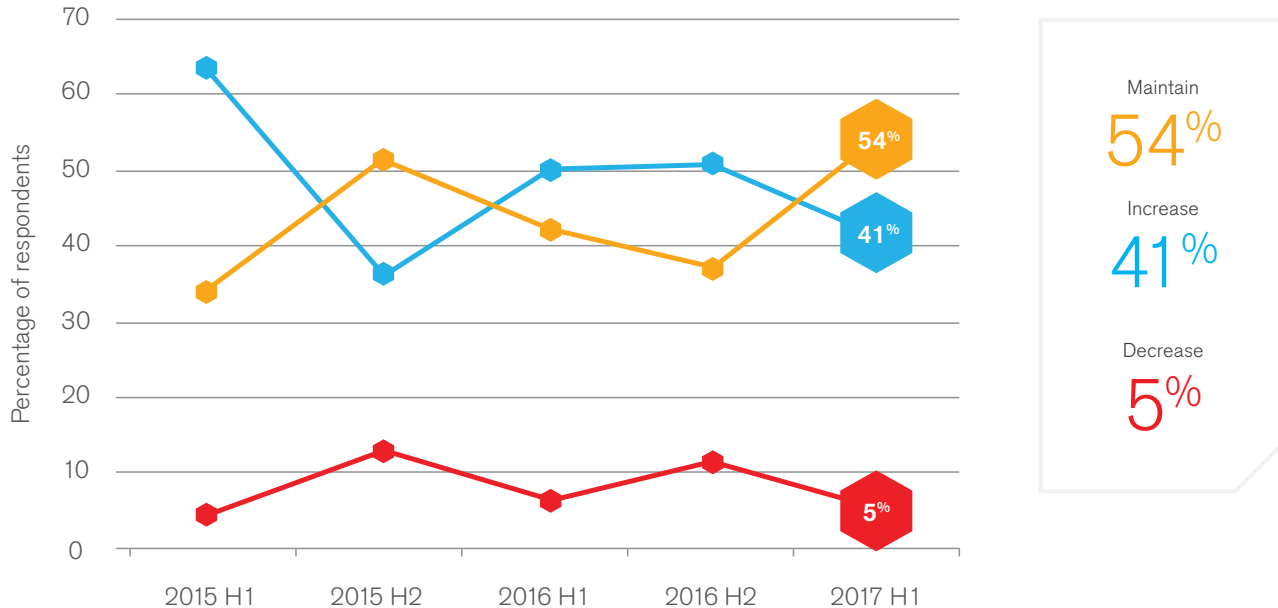


Talent demand: China

Hiring demand driven by digital sales

In Beijing, hiring demand is being driven by organizations seeking marketing professionals with commercial talents in digital marketing and strategy, e-commerce, big data and cloud-based technologies. In Shanghai, we are seeing greater competition between local and MNC businesses, with the market share of large international organizations decreasing – which in turn affects their need for sales and marketing roles. That said, there is still opportunity in small and medium international companies and local businesses. Guangzhou's consumer and retail brands have largely responded to the slower economic growth by freezing headcount in traditional areas such as regional field sales managers, modern trade managers and wholesale managers. New headcount is instead focused on digital marketing and cross-border skillsets.

Permanent hiring expectations in China



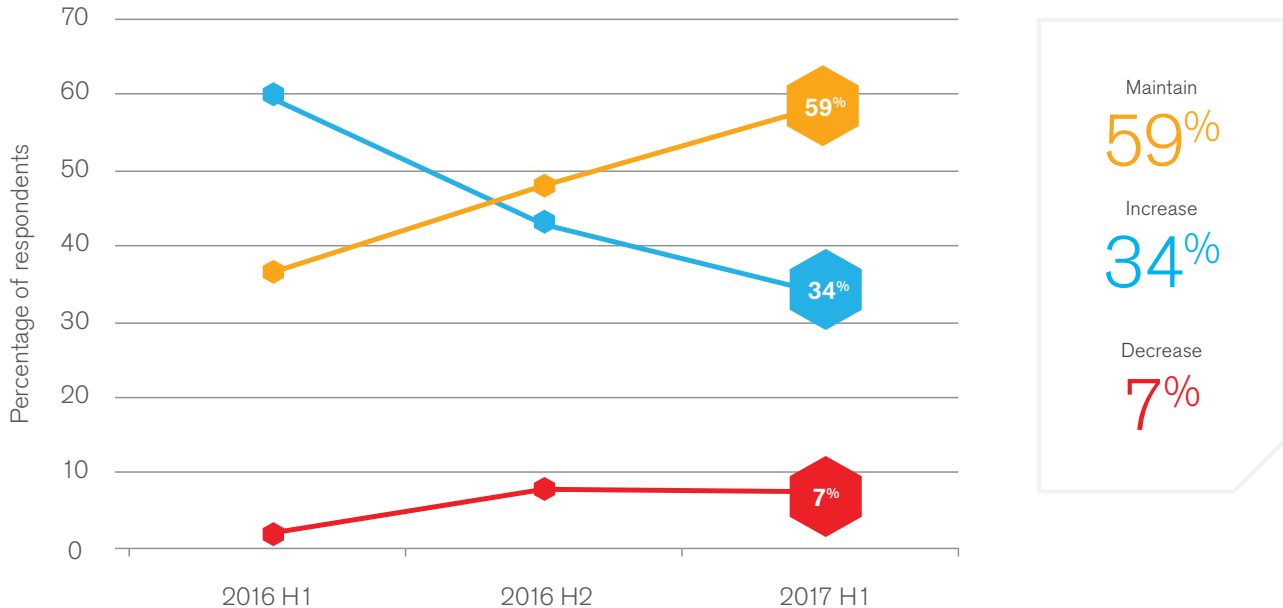
Talent demand: Hong Kong

Sales and marketing professionals required to drive expansion into China

Uncertain economic conditions (with Hong Kong's GDP declining in 2016¹) have meant that consumer product businesses are cautious in their hiring at the moment. Sales and marketing professionals in Hong Kong are being called on to expand businesses into markets such as China to diversify.

Meanwhile, in the technology sector we are seeing organizations consolidating through key strategic initiatives and will likely look to hire sales and marketing professionals in H2 this year.

Permanent hiring expectations in Hong Kong



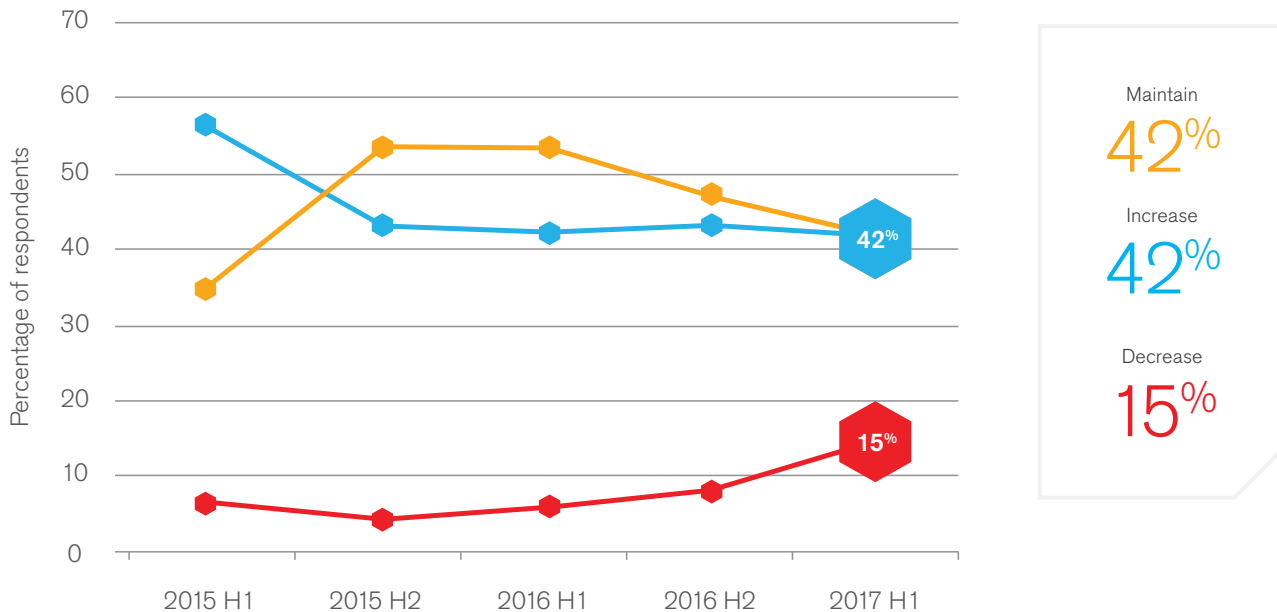
¹ 2016 Economic Background and 2017 Prospects, Government of the Hong Kong Special Administrative Region, 11 November 2016

Talent demand: Singapore

Singapore hiring managers maintain headcount

Singapore is one of the more expensive locations within the region in which to operate a business. This has led to companies establishing their headquarters there, but opening up regional offices in neighbouring countries to save costs. Quite a lot of organizations now have branches in Malaysia, the Philippines and Indonesia. With expansions, there is strong demand for talent but some roles are being reduced as regional roles are created in the subsidiaries.

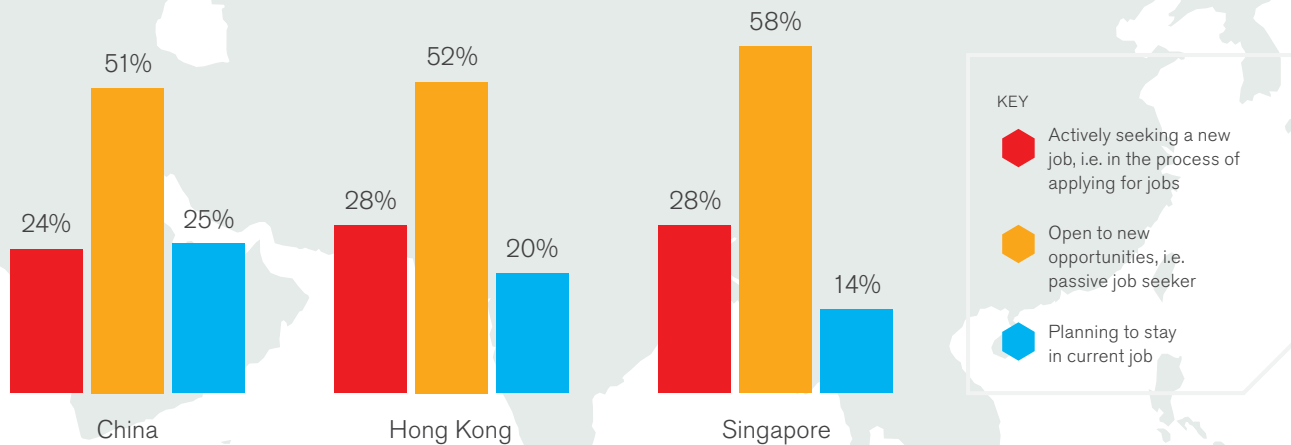
Permanent hiring expectations in Singapore



Talent supply: Asia

Employees seek career development in new roles

Employee intentions



China

Those looking for new roles in the sales and marketing function are often doing so with a view to their long-term career development. As business cycles move faster and organizations restructure to respond to consumer demands, sales and marketing professionals stay in a role only long enough to accumulate knowledge and experience. Often they do not feel that they have long-term job security and will keep looking for new opportunities.

Hong Kong

As always in Hong Kong, the lure of higher compensation and career progression is a major driving factor for professionals, especially in the uncertain economic environment following some redundancies last year and a lack of growth and job opportunities for businesses within Hong Kong.

Singapore

Those who are in niche roles are asking for bigger pay rises than before. If their demands are not met, they are quick to jump ship. There is also a lot of job-hopping going on because a lot of in-demand talent leave their jobs after two years. Those with specialized skills are quick to move on if there is a better offer on the table.

Hiring challenges: China

Organizations looking for digital skills to grow sales

45%

of sales and marketing hiring managers in China say it is **harder** or **much harder** to find top talent than it was 12 months ago

Top 5 hiring challenges



What are the main reasons for these challenges?

- 1 Limited budget – cannot provide a better remuneration package to the right candidate
- 2 Economic uncertainty – candidates preferring to stay with current employer
- 3 Talent shortage in the market due to requirements of niche skillset
- 4 Long recruitment process – candidates take other offers before you can finalize your offer
- 5 Business performance – hiring freeze/HR approvals/lack of budget to recruit new staff

Organizations and employees have different expectations in mind when it comes to roles. Businesses increasingly want to hire experienced professionals with the technical skills to hit the ground running. However professionals are usually looking for greater salaries and better job titles, but don't necessarily have the skillsets or experience to do the tasks required by the role from their first day in the new job.

As a result, employers are frequently in a difficult position where they are unable to attract the skilled employees they are seeking due to budget constraints – in a highly competitive market.



Most in-demand job functions:

1. Sales
2. Business development
3. Brand/Marketing management
4. Digital
5. Strategy



Most in-demand technical skills:

1. Business development
2. Strategic thinking
3. Digital marketing
4. Key account management
5. Data analysis



Most in-demand soft skills:

1. Innovative thinking
2. Drive for results
3. Learning agility
4. Driving and managing change
5. Negotiation and influencing skills

Digital and IT skills are in demand

Sales and marketing professionals can no longer be traditionalists, but instead must make the most of digital platforms and be able to use data insights to drive strategic outcomes. Businesses are searching for those who can contribute to growth, not just continuing how things were done in the past.

Businesses are looking to grow sales

With China experiencing its slowest economic growth in 26 years in 2016¹, businesses are particularly looking for sales and marketing professionals who are strong in business development and sales growth, as well as having the technical skills to implement projects.

Adaptability is essential

The market is constantly changing in response to consumer demands, new technologies and Chinese economic conditions, so professionals who can adapt and thrive under changing circumstances are the most sought after.

¹ stats.gov.cn

Hiring challenges: Hong Kong

E-commerce drives hiring demand

30%

of sales and marketing hiring managers in Hong Kong say it is **harder** or **much harder** to find top talent than it was 12 months ago

Top 5 hiring challenges



What are the main reasons for these challenges?

- 1 Talent shortage in the market due to requirements of niche skillset
- 2 Business performance – hiring freeze/HR approvals/lack of budget to recruit new staff
- 3 Limited budget – cannot provide a better remuneration package to the right candidate
- 4 Employer brand – organization not attractive enough to prospective hires
- 5 Economic uncertainty – candidates preferring to stay with current employer

Due to the uncertain economic environment, most organizations are focused on keeping costs down, which is impacting on budgets to hire new staff.

However, with rapid changes to sales and marketing from digital transformation, there is a shortage of talent with niche skillsets.

Businesses are having to balance the constraints of their internal budgets with attracting top professionals who have the right technical skills.



Most in-demand job functions:

1. Brand marketing
2. Cross-border e-commerce management
3. Digital campaign management
4. Key account management
5. Sales



Most in-demand technical skills:

1. Branding/product marketing
2. Business development
3. Key account management
4. E-commerce management
5. PR & communications



Most in-demand soft skills:

1. Negotiation and influencing skills
2. Drive for results
3. Driving and managing change
4. Stakeholder management
5. Critical thinking

E-commerce driving hiring demand

As organizations seek to grow sales, there is strong demand for professionals who can market and sell products not only through traditional channels but online. Salaries for sales and marketing professionals with e-commerce experience have increased substantially as employers scramble to attract the best talent. Employers know that hiring the best people for these roles will increase online sales and have a direct impact on the top line for the business.

Stakeholder management is a critical skill

Sales and marketing professionals are increasingly required to collaborate across offices, not just in Hong Kong but also in mainland China. Meanwhile, team structures are changing and there is an increase in cross-functional teams. This requires professionals who are excellent at working with multiple stakeholders, managing teams and negotiating within the business to achieve the outcomes they require.

Hiring challenges: Singapore

Regional expansions creating hiring challenges

22% of sales and marketing hiring managers in Singapore say it is **harder to find top talent** than it was 12 months ago

Top 5 hiring challenges

- 1 Finding candidates with the **relevant technical skills**
- 2 Finding candidates with the right **cultural fit** for your team
- 3 Finding candidates with the **relevant soft skills**
- 4 Getting **budget approval** for a new/ replacement role
- 5 Assessing candidates to determine the **likelihood of success** in a role

What are the main reasons for these challenges?

- 1 Talent shortage in the market due to requirements of niche skillset
- 2 Limited budget – cannot provide a better remuneration package to the right candidate
- 3 Long recruitment process – candidates take other offers before you can finalize your offer
- 4 Business performance – hiring freeze/HR approvals/lack of budget to recruit new staff
- 5 Economic uncertainty – candidates preferring to stay with current employer

To save on costs, organizations are establishing regional offices in neighbouring countries. While this may reduce manufacturing and operating costs, it's brought some challenges when it comes to hiring and retaining in-demand staff.

A lot of professionals with in-demand roles and skills are realising that they can make more money if they move away from the region. Thus they are willing to ask for a lot more money for local roles, and if their demands aren't met, they're happy to move countries.

However organizations have limited budgets, making it difficult to attract and retain for specialist roles.



Most in-demand job functions:

1. Sales
2. Digital
3. Pre-sales
4. Global key account management



Most in-demand technical skills:

1. Digital marketing
2. Account/distributor management
3. Trade marketing
4. Brand management
5. Pre-sales



Most in-demand soft skills:

1. Critical thinking
2. Drive for results
3. Driving and managing change
4. Stakeholder engagement
5. Negotiation and influencing skills

Niche skills are in demand

It's safe to say that any niche roles are in demand. As Singaporean businesses operate internationally, it's important to find talent that have the technical skills and the soft skills to manage teams from various locations and cultures.

Sales growth a top priority

Singapore organizations are looking for sales and marketing professionals who can grow the business and achieve results while keeping costs under control. Therefore, digital marketing and account management roles are in demand.

Organizations are also looking for professionals with critical thinking skills to creatively solve problems and achieve results within budget constraints.

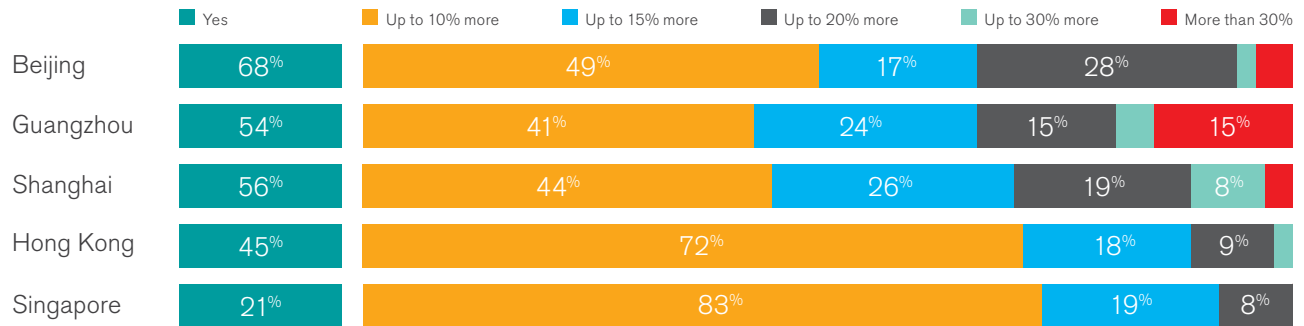
Pay expectations: Asia

Chinese employers have highest expectations for pay increases to staff

Employers in Beijing, Guangzhou and Shanghai expect to pay the most increases to attract and retain sales and marketing talent.

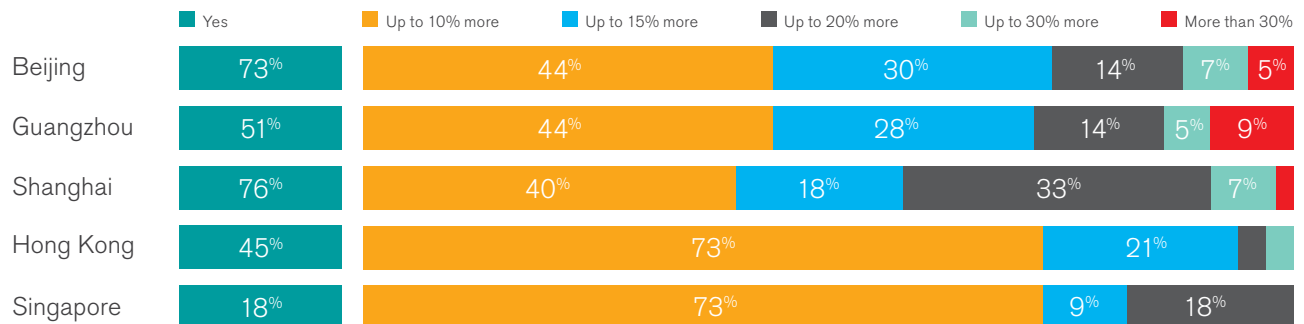
Do you expect to pay more to attract new hires?

If yes, how much more do you expect to pay for people (for the same profile) you're hiring today than a year ago?



Do you expect you will need to give more in pay rises to retain staff?

If yes, how much more do you expect you will need to give in pay increases to retain employees than you did a year ago?



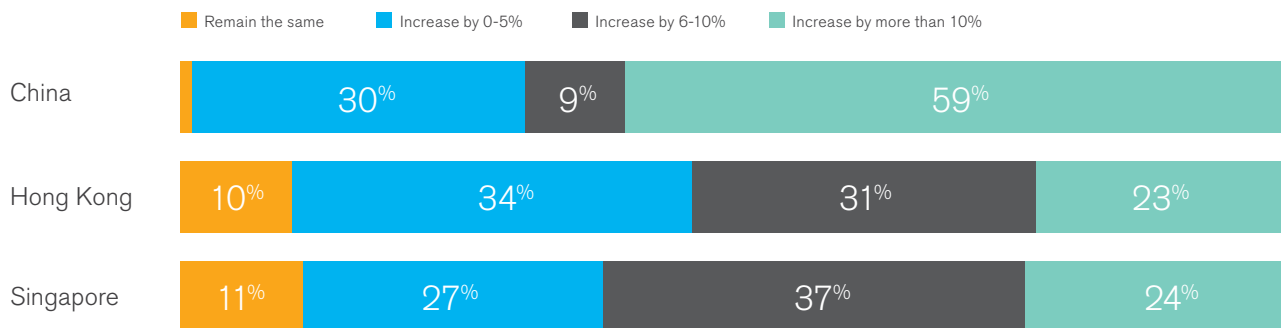
Employee loyalty can be won with a pay increase

40% of sales and marketing employees across Asia believe they are **paid less** than market rate

41% would consider staying put if they **receive a salary increase** in the next 12 months

Expectations of pay rises in the next 12 months

More than half the sales and marketing employees surveyed in China expect their base pay to increase by more than 10% in their next review by their manager.



Alternatives to pay rises

Employees indicated they would be happy with the following in lieu of a pay rise:

China

1. Housing allowance
2. Health/Medical benefits
3. Children's education

Hong Kong

1. Housing allowance
2. Health/Medical benefits
3. Private expenses

Singapore

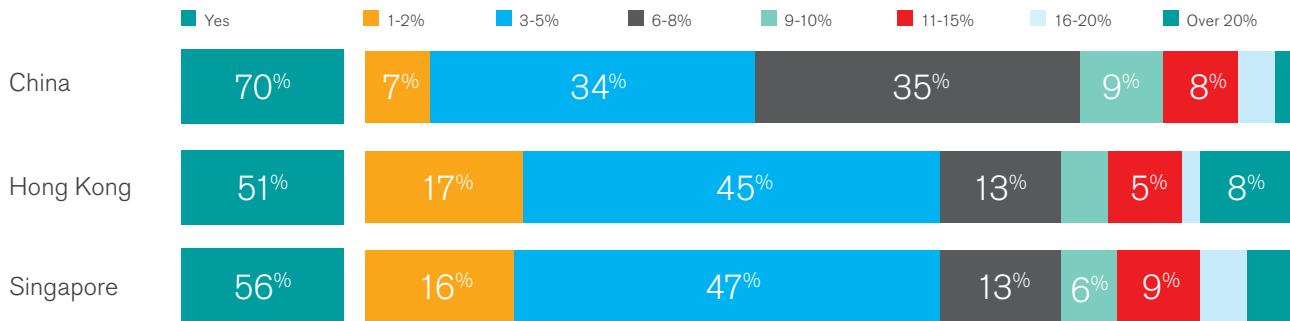
1. No alternatives
2. Housing allowance
3. Health/Medical benefits

Pay increases: Asia

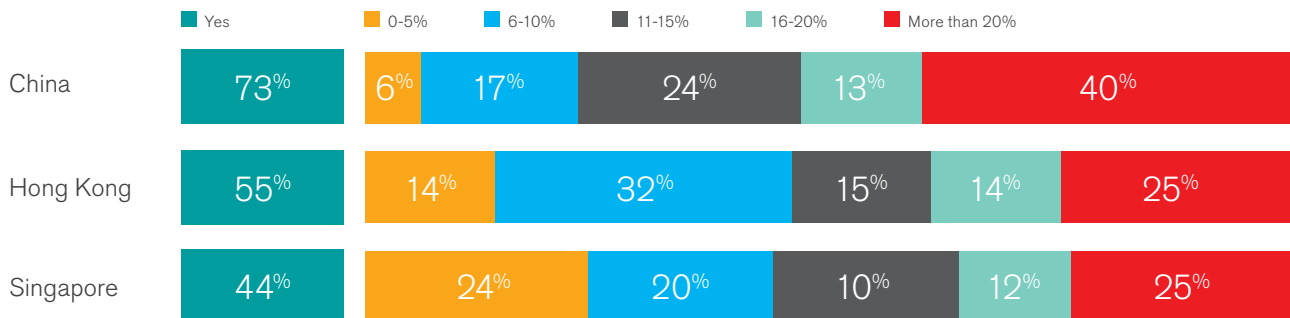
Most employees unsatisfied with pay increases

59% of sales and marketing employees across Asia received a **pay rise** **but** only **45%** were **satisfied** with the increase

Did you receive an increase to your base salary in the past 12 months?



Did you receive a bonus in the past 12 months?



Salary guide:

Sales & Marketing

SHANGHAI (RMB '000)

	Assistant Manager	Manager	Senior Manager	Director or above
Professional Services				
Public Relations/Event Marketing	200 - 300	300 - 500	500 - 750	750+
Internal Communications	200 - 300	300 - 500	500 - 700	700+
Corporate Communications	200 - 300	300 - 500	500 - 700	700+
Event Marketing	250 - 350	350 - 500	500 - 700	700+
Brand/Product Marketing	250 - 350	350 - 500	500 - 700	700+
Marketing Management	250 - 350	350 - 500	500 - 700	700+
Online/Digital Marketing	250 - 350	350 - 500	500 - 700	700+
Business Development/Sales	150 - 250	250 - 400	400 - 600	600+
Key Account Management	150 - 250	250 - 400	400 - 600	600+
Financial Services				
Public Relations/Event Marketing	200 - 300	300 - 500	500 - 750	750+
Internal Communications	200 - 300	300 - 450	450 - 700	700+
Corporate Communications	200 - 300	300 - 450	450 - 700	700+
Event Marketing	250 - 350	350 - 500	500 - 700	700+
Brand/Product Marketing	250 - 350	350 - 500	500 - 700	700+
Marketing Management	250 - 350	350 - 500	500 - 700	700+
Online/Digital Marketing	250 - 350	350 - 500	500 - 700	700+
ICT				
Marketing	250 - 300	300 - 400	400 - 600	600 - 1,200
Presales	250 - 350	350 - 550	550 - 700	700 - 1,200
Solutions Architect	250 - 350	350 - 550	550 - 700	700 - 1,200

This salary guide is a compilation of salary and market information provided by Hudson consultants, clients, candidates and other sources across Asia. Information was gathered by drawing on the extensive knowledge of our specialist recruitment consultants across Hudson's specialist practice groups. Salary ranges are approximate guides only. They relate to base salaries and exclude superannuation/bonuses/incentive schemes/stock options.

SHANGHAI (RMB '000)

	Assistant Manager	Manager	Senior Manager	Director or above
ICT				
Sales	250 - 300	300 - 500	500 - 800	800 - 1,500
Operations	250 - 300	300 - 400	400 - 700	700 - 1,500
Industrial				
Account Management	200 - 300	300 - 400	400 - 600	600 - 1,200
Technical Sales	200 - 350	350 - 550	550 - 700	700 - 1,200
Application Engineering	150 - 350	350 - 550	550 - 700	700 - 1,200
Sales	200 - 300	300 - 500	500 - 800	800 - 1,500
Business Development	200 - 300	300 - 400	400 - 700	700 - 1,200
Marketing Management	250 - 300	300 - 400	400 - 800	800 - 1,500
Retail				
Business Development	200 - 300	300 - 500	500 - 800	800 - 2,000
Public Relations/Event Marketing	200 - 300	300 - 500	500 - 800	800 - 1,500
Brand Marketing	200 - 300	300 - 500	500 - 800	800 - 1,500
Trade/Retail Marketing	200 - 300	300 - 500	500 - 800	800 - 1,500
Buying/Merchandising	200 - 300	300 - 500	500 - 800	800 - 1,500
Visual Merchandising	200 - 300	300 - 500	500 - 800	800 - 1,500
Retail Management	200 - 300	300 - 500	500 - 800	800 - 3,000
Wholesales Management	200 - 300	300 - 500	500 - 800	800 - 2,000
Training Management	200 - 300	300 - 500	500 - 800	800 - 1,500
CRM	200 - 300	300 - 500	500 - 800	800 - 1,200
Online/Digital Marketing	200 - 400	400 - 600	600 - 800	800 - 2,000

SHANGHAI (RMB '000)

	Assistant Manager	Manager	Senior Manager/ Associate Director	Director or above
FMCG/Cosmetics				
National Sales	N/A	600 - 800	800 - 1,000	1,000+
Regional Sales	200 - 350	350 - 600	600 - 800	800+
Sales Operations	150 - 300	300 - 700	700 - 1,000	1,000+
Key Account Management	250 - 300	400 - 700	700 - 1,000	1,000 - 1,200+
Trade Marketing	200 - 300	350 - 600	600 - 900	1,000+
Brand/Product Marketing	200 - 300	400 - 700	700 - 1,000	1,000+
Digital Marketing	250 - 400	400 - 700	700 - 1,000	1,000+
e-Commerce Marketing	250 - 400	400 - 700	700 - 1,000	1,000+
e-Commerce Key Account Management	250 - 400	400 - 700	700 - 1,000	1,000+
e-Commerce	N/A	700 - 1,000	1,000+	N/A
Public Relations	250 - 350	300 - 500	400 - 750	800 - 1,000+
Government Alliance	200 - 300	250 - 450	500 - 800	800 - 2,000+
Visual Merchandising	150 - 300	300 - 600	500 - 800	800 - 1,000+
Food & Beverage				
Regional Sales	200 - 350	350 - 600	600 - 800	1,000+
Key Account Management	250 - 400	400 - 700	700 - 1,000	1,000+
Trade Marketing	250 - 350	350 - 600	600 - 900	1,000+
Brand Marketing	250 - 400	400 - 600	600 - 1,000	1,200+
Chain Store Operations	180 - 300	300 - 400	400 - 600	700+
Chain Store Marketing	180 - 300	300 - 500	500 - 800	900+
e-Commerce	200 - 400	400 - 600	600 - 1,000	1,100+
Digital Marketing	250 - 400	400 - 650	650 - 1,000	1,000+
Special Channel & CVS	150 - 300	300 - 400	400 - 800	N/A

BEIJING (RMB '000)

	Assistant Manager	Manager	Senior Manager	Director or above
Professional Services				
Public Relations/Event Marketing	180 - 240	220 - 400	400 - 600	600+
Internal Communications	180 - 240	220 - 400	400 - 600	600+
Corporate Communications	180 - 240	220 - 400	400 - 600	600+
Brand/Product Marketing	180 - 240	220 - 400	400 - 600	600+
Marketing Management	180 - 250	250 - 450	400 - 600	600+
Online/Digital Marketing	200 - 280	250 - 450	450 - 700	700+
Business Development/Sales	150 - 220	200 - 400	400 - 600	600+
Key Account Management	150 - 220	200 - 400	400 - 600	600+
Financial Services				
Public Relations/Event Marketing	180 - 240	220 - 400	400 - 600	600+
Internal Communications	180 - 240	220 - 400	400 - 600	600+
Corporate Communications	180 - 240	220 - 400	400 - 600	600+
Event Marketing	180 - 240	220 - 400	400 - 600	600+
Brand/Product Marketing	180 - 240	220 - 400	400 - 600	600+
Marketing Management	180 - 240	250 - 400	400 - 600	600+
Online/Digital Marketing	200 - 280	250 - 450	450 - 700	700+
FMCG and other Consumer Goods				
Public Relations/Event Marketing	180 - 240	220 - 400	400 - 600	600+
Brand/Product Marketing	180 - 250	250 - 400	400 - 600	600+
Trade Marketing	180 - 250	250 - 400	400 - 600	600+
Marketing Management	180 - 250	250 - 400	400 - 600	600+
Online/Digital Marketing	200 - 280	250 - 450	450 - 700	700+
Sales	180 - 220	220 - 400	400 - 600	600+
Key Account Management	150 - 220	220 - 400	400 - 600	600+

BEIJING (RMB '000)

	Assistant Manager	Manager	Senior Manager	Director or above
IT/ICT				
Public Relations/Event Marketing	180 - 220	220 - 350	350 - 600	600+
Brand/Product Marketing	240 - 350	350 - 500	500 - 700	700+
Marketing Management	250 - 350	350 - 500	500 - 700	700+
Online/Digital Marketing	250 - 350	350 - 500	500 - 700	700+
Sales	250 - 400	400 - 600	600 - 800	800+
Key Account Management	250 - 400	400 - 600	600 - 800	800+
Internet/E-Commerce				
Public Relations/Event Marketing	200 - 350	300 - 450	450 - 600	600+
Brand/Product Marketing	240 - 350	350 - 500	500 - 700	700+
Marketing Management	200 - 400	400 - 600	600 - 800	800+
Online/Digital Marketing	250 - 350	350 - 500	500 - 700	700+
Sales	250 - 400	400 - 600	600 - 800	800+
Key Account Management	150 - 250	250 - 400	400 - 600	600+

GUANGZHOU (RMB '000)

	Assistant Manager	Manager	Senior Manager	Director or above
Professional Services				
Public Relations	150 - 200	200 - 400	400 - 550	550+
Internal Communications	150 - 200	200 - 350	350 - 500	500+
Corporate Communications	150 - 200	200 - 350	350 - 500	500+
Event Marketing	180 - 250	250 - 300	300 - 450	450+
Brand/Product Marketing	180 - 250	250 - 350	350 - 500	500+
Marketing Management	180 - 250	250 - 350	350 - 500	500+
Online/Digital Marketing	180 - 250	250 - 350	350 - 500	500+
Business Development/Sales	96 - 120	180 - 240	240 - 400	400+
Key Account Management	96 - 120	150 - 240	240 - 400	400+
Financial Services				
Public Relations	150 - 200	200 - 400	400 - 550	550+
Internal Communications	150 - 200	200 - 350	350 - 500	500+
Corporate Communications	150 - 200	200 - 350	350 - 500	500+
Event Marketing	180 - 250	250 - 300	300 - 450	450+
Brand/Product Marketing	180 - 250	250 - 350	350 - 500	500+
Marketing Management	180 - 250	250 - 350	350 - 500	500+
Online/Digital Marketing	180 - 250	250 - 350	350 - 500	500+
FMCG and other Consumer Goods				
Public Relations/Event Marketing	180 - 250	250 - 300	300 - 450	450+
Brand/Product Marketing	180 - 250	250 - 350	350 - 500	500+
Marketing Management	180 - 250	250 - 350	350 - 500	500+
Online/Digital Marketing	180 - 250	250 - 350	350 - 500	500+
Key Account Management/Sales	200 - 300	300 - 450	450 - 600	600 - 1,000

HONG KONG (HKD '000)

	Assistant Manager	Manager	Senior Manager	Director or above
Professional Services				
Brand/Product Marketing	300 - 450	450 - 850	850 - 1,000	1,000+
Marketing Management	250 - 350	350 - 800	800 - 1,000	1,000+
Online/Digital Marketing	300 - 450	450 - 850	850 - 1,000	1,000+
Business Development/Sales	200 - 400	400 - 700	700 - 900	900+
Key Account Management	200 - 400	400 - 600	600 - 800	800+
FMCG and other Consumer Goods				
Public Relations/Event Marketing	250 - 360	380 - 630	610 - 950	900 - 1,200
Brand/Product Marketing	270 - 390	400 - 600	640 - 950	1,000 - 1,400
Trade Marketing	300 - 420	450 - 650	600 - 800	840 - 1,400
Online/Digital Marketing	260 - 420	400 - 650	520 - 850	800 - 1,500
Key Account Management	300 - 390	390 - 580	520 - 900	900 - 1,500
Retail Sales	270 - 420	430 - 700	550 - 900	950 - 1,500
Business Development/Sales	270 - 380	450 - 670	650 - 830	800 - 1,300
Project Sales	260 - 370	360 - 540	520 - 720	700 - 1,200
e-Commerce	230 - 370	400 - 700	630 - 950	950 - 1,600

SINGAPORE (SGD '000)

	Assistant Manager	Manager	Senior Manager	Director or above
Professional Services				
Public Relations	40 - 60	60 - 80	80 - 100	120 - 180
Internal Communications	40 - 60	60 - 80	80 - 100	120 - 180
Corporate Communications	40 - 60	60 - 80	80 - 100	120 - 180
Event Marketing	30 - 50	50 - 70	70 - 90	90 - 150
Brand/Product Marketing	40 - 60	60 - 80	80 - 100	120 - 180
Marketing Management	40 - 60	60 - 80	80 - 100	120 - 200
Online/Digital Marketing	70 - 90	90 - 120	120 - 150	150 - 300
Business Development/Sales	60 - 80	80 - 100	100 - 150	150 - 250
Key Account Management	40 - 60	60 - 80	80 - 100	120 - 180
Financial Services				
Public Relations	70 - 90	90 - 120	120 - 150	150 - 300
Internal Communications	70 - 90	90 - 120	120 - 150	150 - 250
Corporate Communications	70 - 90	90 - 120	120 - 150	150 - 400
Event Marketing	60 - 80	80 - 100	100 - 150	150 - 250
Brand/Product Marketing	60 - 80	80 - 100	100 - 150	150 - 350
Marketing Management	60 - 80	80 - 100	100 - 150	180 - 400
Online/Digital Marketing	70 - 90	90 - 120	120 - 180	180 - 400

SINGAPORE (SGD '000)

	Assistant Manager	Manager	Senior Manager	Director or above
FMCG and other Consumer Goods				
Public Relations/Event Marketing	40 - 60	50 - 70	60 - 80	N/A
Brand/Product Marketing	40 - 60	50 - 70	70 - 120	120 - 200+
Trade Marketing	40 - 60	50 - 70	70 - 120	120 - 200+
Marketing Management	40 - 60	60 - 80	80 - 120	120 - 200+
Online/Digital Marketing	40 - 60	50 - 80	80 - 120	120 - 200+
Key Account Management/Sales	50 - 70	60 - 80	80 - 120	120 - 200+
ICT				
Marketing	70 - 90	90 - 110	110 - 150	150 - 250
Presales	80 - 100	100 - 150	150 - 200	200 - 300
Solutions Architect	100 - 150	150 - 180	180 - 250	250 - 320
Sales	90 - 120	120 - 180	180 - 250	250 - 350
Operations	70 - 90	90 - 110	110 - 150	250 - 350
Industrial				
Account Management	65 - 90	75 - 110	150 - 220	200 - 280
Technical Sales	60 - 85	70 - 100	120 - 180	180 - 250
Application Engineering	65 - 90	75 - 100	120 - 180	150 - 250
Sales	70 - 110	100 - 150	180 - 250	220 - 300
Business Development	80 - 120	120 - 170	180 - 250	220 - 300
Marketing Management	N/A	150 - 220	240 - 300	300 - 400

Hong Kong

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Methodology

Hudson undertook quantitative research with hiring managers and employees across Asia to analyze the talent landscape and provide insights on what employers might expect in 2017 and beyond.

We canvassed the views of almost 3,500 Asian employers and employees in March 2017, across multiple job functions. From these findings we developed this report for the sales and marketing profession – a combination of the survey findings and Hudson's specialist insights on the hiring landscape.

Percentages don't always total 100% because respondents could select more than one option for certain questions.

Hudson Sales & Marketing

Hudson's specialist recruitment consultants have the in-depth market knowledge of salaries, job titles and hiring trends to ensure you achieve the best outcome for your organization at the appropriate remuneration.

We build highly nurtured and engaged pools of select talent so you can find the right person quickly. This means greater speed and precision in placements, and higher satisfaction for both clients and candidates.

Our proprietary assessment tools and techniques will help you find candidates with the right technical skills and capabilities for the role and for your team, so you can achieve higher performance and superior business results.

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