

# Doris Cheng & Associates Retained Executive Search

The Straits Times: Saturday 5, September 1998

THE STRAITS TIMES: Saturday, September 5, 1998

Executive Appointments: TOLL FREE 1800-741-1883 / Classified Jobs: TOLL FREE 1800-737-1166

# RECRUIT

EXECUTIVE APPOINTMENTS • CLASSIFIED JOBS

The Straits Times

## Getting noticed by recruiters

**SOME PEOPLE HAVE A HARD TIME GETTING A JOB. OTHERS ARE OFFERED WELL-PAID JOBS WITHOUT EVEN LOOKING. SOME GET MORE THAN ONE OFFER A YEAR**



**Not many people can confidently say that their jobs are secure these days.**

BUT SOME PEOPLE can be sure that, in the unfortunate event that they lose their jobs, or their companies take a dive in performance, their future remains bright.

These are the people who stand out in their fields. They are the ones whom the various search firms in Singapore have an eye on. They would not remain without a job for long, for their experience and talents are well recognized and they are highly sought after.

There are others, just as experienced and capable, who are overlooked. The difference between them is their degree of visibility in their organizations. It pays to get noticed.

Ms Yee Wai Ho, Managing Consultant at KPMG Consulting Pte Ltd said, "To get noticed, you first have to make yourself visible."

Ms Ho also suggested "participate actively in interest groups, industry associations and professional bodies. Attend seminars, especially lunchseminars, usually not members of some of these bodies."

"If you become better known in the industry, the chances of your name being mentioned when a candidate is being sought is higher. Also, certain articles on your area of expertise in established publications like will make you more conspicuous to the market."

Ms Doris Cheng, Director of The International suggested making press releases in the newspapers when you close a major deal in the region.

For an IT professional, you can draw attention to yourself by making presentations at well-attended IT seminars.

Looking to know major search firms and their areas of specialization is yet another way of increasing your chances.

Ms Doris Cheng said, "Try to get to know executives who operate in your area of expertise in an informal setting. You could get a broad, relative or business associate to introduce you. A warm contact is always better than a cold call."

Although search firms sometimes do not advertise their positions, Ms Cheng added that you could send an unsolicited resume addressed to the professional specializing in your area.

But she is quick to point out that the opportunities depend very much on the content and of assignments at the search firm.

Clearly, speaking, professional search firms go for an high caliber in terms of experience and reputation and are already in senior positions.

Ms Ho said, "Candidates often demonstrate very good business acumen and a high technical competency in their field of expertise."

"They also tend to be forward-looking individuals, who possess strong interpersonal and communication skills, as well as good relationship-building and management abilities."

**"Try to get to know recruiters who specialize in your area of expertise in an informal setting."**



Ms Doris Cheng

## Getting noticed by recruiters

**Some people have a hard time getting a job. Others are offered well-paid jobs without even looking. Some get more than one offer a year.**

**Not many people can confidently say that their jobs are secure these days.**

But some people can be sure that, in the unfortunate event that they lose their jobs, or their companies take a dive in performance, their future remains bright.

These are the people who stand out in their fields. They are the ones whom the various search firms in Singapore have an eye on. They would not remain without a job for long, for their experience and talents are well recognized and they are highly sought after.

There are others, just as experienced and capable, who are over looked. The difference between them is their degree of visibility.

In these uncertain times, it pays to get noticed.

Ms Yee Woon Hoi, Managing Consultant at KPMG consulting Pte Ltd said: "To get noticed, you first have to make yourself visible."

To do this, she suggested: "Participate actively in interest groups, industry associations and professional bodies. Recruiters especially headhunters, usually are members of some of these bodies."

"As you become better known in the industry, the chances of your name being mentioned when a candidate is being sought is higher. Also, contribute articles on your area of expertise to established publications. This will make you more conspicuous in the market."

Ms Doris Cheng Director of TASA International suggested making press releases in the newspapers when you close a major deal in the region.

For an IT Professional, You can draw attention to yourself by making presentations at well attended IT seminars.

Getting to know major search firms and their areas of specialization is yet another way of increasing your chances.

Said Ms Cheng: "Try to get to know recruiters who specialize in your area of expertise in an informal setting. You could get a friend, relative or business associate to introduce you. A warm contact is always better than a cold call."

Although search firms sometimes do not advertise their positions, Ms Cheng added that you could send an unsolicited resume addressed to the professional specializing in your area.

But she is quick to point out that the opportunities depend very much on the current set of assignments at the search firm.

Generally speaking, candidates that search firms go for are of high caliber in terms of experience and expertise and are already in senior positions.

Said Ms Yee: "Candidates often demonstrate very good business acumen and a high technical competency in their field of expertise."

“They also tend to be forward-looking individuals who possess strong interpersonal and communication skills, on top of good relationship-building and management abilities”.

---

Doris Cheng, Managing Director  
391A Orchard Road  
#13-08 Ngee Ann City Tower A  
Singapore 238873  
Email: [d.cheng@pacific.net.sg](mailto:d.cheng@pacific.net.sg)  
Direct Line +65 68872232