



RECRUITMENT • EXECUTIVE SEARCH • POSITIONING

COMPANY PROFILE 2026

Placing executives and senior talent in every industry.
Positioning senior leaders for their next move.

SOUTH AFRICA • UNITED KINGDOM • UNITED STATES • UAE

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ABOUT PARADIGM

Recruitment built on trust, insight and **performance**.

Paradigm Recruitment International is an established recruitment, executive search and executive positioning firm with more than 25 years of experience. We place executives and senior professionals in every industry, and we position senior leaders for their next move, across South Africa, the United Kingdom, the United States and the UAE.

25+YEARS OF
EXPERIENCE**3000+**SENIOR CANDIDATES
PLACED**1000+**EXECUTIVES
POSITIONED**150+**FIVE-STAR
REVIEWS

Clients across four continents: Africa, Europe, North America and Asia.

TWO WAYS WE WORK WITH YOU**FOR ORGANISATIONS****Recruitment & Executive Search**

Confidential, senior-led search and placement of specialist, senior, executive and board-level talent in every industry. Contingency, exclusive and retained models, each led with discretion and commercial awareness.

[See page 3](#)**FOR SENIOR LEADERS****Executive & Board Positioning**

Executive CVs, LinkedIn authority and board-ready biographies that position leaders the way boards and retained search firms actually assess them. Led personally by our CEO.

[See page 6](#)**WHY ORGANISATIONS CHOOSE PARADIGM****Specialist knowledge**

Long-standing networks across the sectors we recruit in, from technology and engineering to finance and leadership.

Integrity & confidentiality

Transparent communication and careful protection of client and candidate interests.

Quality over volume

Focused shortlists built around capability, track record, qualifications and cultural alignment.

Senior accountability

Consistent oversight through search, assessment, offer and placement.

International reach

Access to talent and opportunities across established and emerging global markets.

Founder-led

You deal with senior people who know your mandate, not a call centre.

FOR ORGANISATIONS

Recruitment & Executive Search

We recruit specialist, mid-level, senior, executive and board-level talent in every industry. Our approach is role-led, evidence-based and tailored to the complexity, urgency and confidentiality of each mandate.

We work as an extension of our clients' businesses, building a clear understanding of each mandate, operating environment and culture before approaching the market.

ENGAGEMENT MODELS

Contingency

Flexible support for defined permanent recruitment requirements.

Exclusive Search

A committed, priority partnership with focused market coverage and reduced duplication.

Retained Executive Search

Research-led delivery for senior, scarce-skill and confidential leadership appointments.

OUR PROCESS

1

Discovery

Role outcomes, technical requirements, leadership expectations, culture and remuneration.

2

Market mapping

Direct search across trusted networks, passive talent pools and relevant industries.

3

Assessment

Structured review of qualifications, capability, achievements, motivation and fit.

4

Shortlist

Clear candidate presentation, coordinated interviews and reference support.

5

Placement

Offer facilitation, notice-period engagement and post-placement follow-through.

WHAT CLIENTS RECEIVE

A concise, properly screened shortlist supported by relevant career evidence, not an unfiltered volume of CVs.

Seniority we cover

Board & NED

CEO / MD

C-suite

Executive Director

Senior Manager

Specialist

Markets

South Africa

United Kingdom

United States

UAE

OUR COMMITMENT

To deliver recruitment outcomes that strengthen leadership capability, reduce appointment risk and contribute to sustainable organisational growth.

SECTORS & FUNCTIONS

Executive and senior talent in every industry.

We place executives and senior professionals in every industry, at every level from specialist to board. ICT, telecommunications and construction are where our networks run deepest, and the same role-led, evidence-based search is applied wherever you are hiring.

DEEPEST NETWORKS

ICT, Telecoms & Fibre

Executive and board leadership, enterprise and public-sector sales, network and infrastructure engineering, software, and service delivery. [See page 5.](#)

DEEPEST NETWORKS

Construction & Engineering

Executive leadership, project directors and contracts managers, quantity surveyors and estimators, engineers, site operations and SHEQ. [See page 5.](#)

A SELECTION OF THE SECTORS WE RECRUIT ACROSS

Finance & Financial Leadership

CFOs, finance directors, group and financial managers, management accountants.

Manufacturing & Industrial

Plant, production, tooling, technical and operational leadership.

Energy, Mining & Chemicals

Power systems, mining-adjacent operations, technical sales and leadership.

Sales & Commercial

Enterprise, channel, key account and business development leaders across sectors.

Technology Products & Consumer Electronics

Sales, service, product and commercial roles for hardware and solutions businesses.

HR & Corporate Functions

HR, payroll, operations and support leadership for growing organisations.

Property, Education & Professional Services

Finance, operations and executive appointments for institutions and service firms.

Every other industry, too

Wherever you need an executive or senior professional, we can place them. If your industry is not listed, talk to us.

Functions we recruit

CEO / MD

COO

CFO / FD

CIO / CTO

Sales Director

Operations

Engineering

Project Delivery

Commercial

HR

Board & NED

WHERE OUR NETWORKS RUN DEEPEST

Construction, engineering and ICT in detail.

CONSTRUCTION & ENGINEERING

Extensive experience recruiting for construction and engineering organisations across South Africa, the UK and the USA. We understand project-driven environments where safety, programme, cost, quality and stakeholder delivery must align.

PROJECT AND INDUSTRY EXPOSURE

- **Civil infrastructure:** roads, bridges, water, pipelines and public infrastructure.
- **Built environment:** residential, commercial, industrial and high-end.
- **Engineering:** civil, structural, mechanical, electrical, chemical and metallurgical.
- **Industrial and mining-adjacent:** plant, factory, projects and technical sales.

ROLES WE RECRUIT

- **Executive:** CEO, COO, Managing Director, Divisional Director
- **Project delivery:** Project Directors, Contracts and Construction Managers
- **Commercial:** Commercial Managers, QS, Estimators, Claims
- **Engineering:** design, resident, site and discipline engineers
- **Site operations:** Site Agents, Section Managers, Plant leaders
- **Assurance:** SHEQ, planning, controls, quality and risk

We assess candidates against project scale, contract exposure, professional registration, technical delivery and commercial judgement.

ICT, TELECOMMUNICATIONS & FIBRE

Our ICT practice spans managed services, telecommunications, fibre connectivity, enterprise technology and digital infrastructure. We recruit across the value chain, from executive leadership and enterprise sales to engineering, software and service delivery.

COMMERCIAL AND LEADERSHIP

- **Executive and board:** CEOs, MDs, COOs, Sales Directors, business-unit leaders
- **Sales:** enterprise, public-sector, channel and business development
- **Businesses:** managed IT, cloud, data centres, telecoms, ISP and fibre

TECHNICAL AND OPERATIONAL

- **Network and infrastructure:** NOC, VoIP, routing, switching, fibre deployment
- **Software and digital:** full-stack development and technical leadership
- **Service and delivery:** operations, project coordination, customer success

Industry-relevant sourcing

Commercial evidence

Technical credibility

Targeted networks, verified achievements and credentials checked against the mandate.

FOR SENIOR LEADERS

Executive & Board Positioning

At senior level, experience alone is not enough. Decision-makers must quickly understand a leader's commercial contribution, governance capability and readiness for the role ahead.

Our positioning practice is led personally by Shireen Vogel and built on 25 years of seeing which CVs get shortlisted and which never get a call. **This is strategic positioning, not template CV writing.**

WHAT WE DELIVER

- **Executive CV repositioning:** clear, evidence-led positioning aligned to your target roles and markets.
- **LinkedIn optimisation:** profiles that reinforce leadership credibility and search visibility.
- **Board CV and biography:** governance-focused material that clarifies your strategic contribution.
- **Leadership narrative:** one consistent story across CVs, bios and outreach.
- **Strategic job support:** targeted market mapping and practical help through complex transitions.
- **International formats:** South Africa, UK, US and Middle East.

WHO IT IS FOR

- CEOs and Managing Directors
- CFOs, COOs, CIOs and CTOs
- Executive Committee members and directors
- Board and NED candidates
- Leaders making an international move
- Senior professionals moving up to C-suite

HOW IT WORKS

1. Confidential positioning check 2. Discovery questionnaire 3. Rebuild 4. Delivery with LinkedIn and job-match support

WHAT CHANGES Illustrative example

"Responsible for all IT in the company"	→	Led technology for a R14bn group across 11 countries, reporting to the CEO
"Worked on the ERP project"	→	Replaced 7 ERPs: R420m programme, 6% under budget, month-end close cut from 12 to 4 days

1000+
EXECUTIVES
POSITIONED

150+
FIVE-STAR
REVIEWS

CEO-LED
SELECTIVE AND
CONFIDENTIAL

EXECUTIVE & BOARD POSITIONING

Packages, and how it works.

Every engagement starts with a free, confidential positioning check of how a search firm reads your CV today. You then choose the package that fits your next move.

REPOSITIONING

Essential

From R4,500

- Executive CV rebuild
- LinkedIn optimisation content, written for you to paste in
- AI job-application assistant prompt for your target roles

RECOMMENDED

Executive

From R7,500

- Everything in Essential
- Executive biography
- CV in a second market format (for example SA and US or UK)
- Targeted at one or two role paths

LEADERSHIP & BOARD

C-Suite & Board

From R15,000

- Everything in Executive
- Board CV and NED biography
- Governance positioning
- Interview preparation document for a target role
- Job support and market mapping

Prices in South African rand. The final quote follows your positioning check and depends on seniority and complexity. Add-ons available: LinkedIn only, board biography, interview preparation, extra market formats.

Free positioning check

Written discovery questionnaire

ATS-friendly and recruiter-readable

Sensitive details removed

5 working days from confirmed brief

HOW IT WORKS

1

Positioning check

Send your CV. You receive a confidential written assessment of how it reads today.

2

Confirm

You choose a package. Payment upfront secures your place.

3

Questionnaire

A short written questionnaire captures your achievements and target roles.

4

Rebuild

We rebuild around scale and results, aimed at your target role.

5

Delivery

Your documents, LinkedIn content and job-match prompt, ready to use.

WHAT CHANGES

Illustrative example

"Responsible for all IT in the company"	→	Led technology for a R14bn group across 11 countries, reporting to the CEO
"Managing the IT budget"	→	Cut annual run cost 41% (R86m) while availability rose from 97.8% to 99.95%
"Ensuring security of systems"	→	Zero material breaches in 5 years; phishing click-rate down 92%

Paradigm does not guarantee job placement. Outcomes depend on many factors, including the market and your own search activity. Every engagement is treated as confidential.

PROOF

Trusted by the organisations we place for, and the leaders we position.

ORGANISATIONS

“

15+ YEARS AS A NATIONAL RECRUITMENT PARTNER

Many of our top-performing sales staff today were introduced to us through her expertise.

Bryon Sanders

Group Sales Director, Itec SA

Letter of recommendation, June 2025

“

HEAD OFFICE AND REGIONAL SALES OFFICES

...consistently delivers candidates who not only meet but exceed our expectations.

Laetitia Coetzer

Chief HR & Development Officer, Konica Minolta South Africa

Letter of recommendation, April 2024

“Shireen is a Brilliant recruiter and always understands what the client is looking for. She goes out of her way to understand the role and place the perfect candidate.”

Waseela Mayet

CEO, WF&A HR Solutions

“The whole recruitment process was seamless and efficient. You listen to your client’s needs and will do whatever it takes to place them at the right organization.”

Ntombie Dlamini

Marketing Manager, placed by Paradigm

EXECUTIVES

“She has a remarkable ability to frame complex financial leadership and operational expertise in a way that resonates across diverse executive roles.”

Lionel Billings CA(SA)

Group CFO

“She’s a professional, flawless, and takes pride in her work. My revised profile now accurately reflects who I am as a Chief Financial Officer.”

Thabile Ngidi CA(SA)

CFO, Bidvest Prestige

“Since I have uploaded the new CV and LinkedIn profile, I have seen a significant increase in views on my LinkedIn Profile.”

Mark Gittelson

Executive Leader, Sports Fashion & Retail

“The results were immediate and game-changing, a drastic uptick in recruiter outreach, from local firms to international head-hunters.”

Nico Jooste

Sales & Marketing Professional

Quotes are taken from written letters of recommendation and public LinkedIn recommendations.

LEADERSHIP

Senior oversight. Specialist delivery.

Paradigm is supported by recruiters and advisors across South Africa and international markets, combining executive search, market mapping, candidate assessment, business development and client relationship expertise.

Shireen Vogel**CHIEF EXECUTIVE OFFICER**

25+ years in recruitment and executive advisory. Leads executive and board positioning.

Jason Vogel**EXECUTIVE DIRECTOR**

Head of Global Business Development. Leads international growth and strategic clients.

Kyle Vogel**EXECUTIVE DIRECTOR**

Head of Key Accounts. Oversees priority client relationships and delivery quality.

Daytona Samuelsson**COUNTRY MANAGER, SOUTH AFRICA**

Leads South African operations and client delivery across specialist and senior appointments.

Germane Swart**SENIOR RECRUITMENT CONSULTANT**

Targeted sourcing, candidate assessment and client development, South Africa.

Jessica Whitman**FINANCIAL DIRECTOR**

Financial governance and commercial oversight across the organisation.

LET'S TALK

Hiring a senior leader, or ready for your own next move?

Organisations: tell us about your search. We welcome conversations about current or future requirements.

Executives: request a confidential, complimentary positioning check of how a search firm reads your CV today.

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