



A GUIDE FOR SENIOR LEADERS

EXECUTIVE & BOARD POSITIONING **GUIDE**

How boards and search firms read a senior CV, and how we reposition yours for your next C-suite, board or international move.

SOUTH AFRICA • UNITED KINGDOM • UNITED STATES • UAE

SHIREEN VOGEL | Chief Executive Officer

shireen@paradigmrecruitment.co.za | +27 78 576 3623 | paradigmrecruitment.net

WHY POSITIONING MATTERS

What boards and search firms see in 30 seconds.

At senior level, experience alone is not enough. Decision-makers read fast, and they judge scale, results and fit before they read a word of detail. Your CV is read through three lenses.

1. ATS AND SCREENING

Can software parse the document, find the right keywords and read the structure? Layout and security matter here.

2. THE HIRING MANAGER

Does the page show scale, results and relevance to this specific role in the first few lines?

3. THE EXECUTIVE RECRUITER

Is the seniority clear, the story consistent, and are there risks a board would want explained?

SEVEN THINGS THAT QUIETLY COST SENIOR LEADERS INTERVIEWS

- 1 The CV lists duties, not results**
 "Responsible for..." tells a reader what the job was, not what you achieved.
- 2 No scale on the page**
 Budget, headcount, geography and revenue are missing, so seniority is assumed to be smaller than it is.
- 3 An unclear target**
 The CV tries to suit every role, so it reads as fit for none.
- 4 Sensitive details left in**
 ID numbers and full personal data on a circulated CV are a privacy and identity-theft risk.
- 5 Unexplained moves**
 Short stints and overlaps invite questions a board or search firm would rather see answered on the page.
- 6 Inconsistent titles and headlines**
 A different story on the CV, LinkedIn and bio quietly erodes credibility.
- 7 Dense paragraphs**
 Long narrative blocks are hard for both ATS software and a fast human read to scan.

The good news: almost all of this can be fixed without changing a single fact about your career.

SERVICES AND PACKAGES

What we deliver, and what it costs.

Strategic positioning, not template CV writing. Everything is built from your real achievements and aimed at your target role and market.

- **Executive CV rebuild:** achievement-led, scale first, aimed at your target roles.
- **LinkedIn optimisation:** headline, About and experience content, written for you to paste into your own profile.
- **AI job-application assistant prompt:** tailored to your target roles.
- **Executive biography** for boards, search firms and introductions.
- **Board CV and NED biography** with governance positioning.
- **Interview preparation document** for a specific target role, plus **market mapping** and job support.

REPOSITIONING

Essential

From R4,500

- Executive CV rebuild
- LinkedIn optimisation content
- AI job-application assistant prompt

RECOMMENDED

Executive

From R7,500

- Everything in Essential
- Executive biography
- CV in a second market format (SA and US or UK)
- Aimed 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
- Job support and market mapping

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

EVERY PACKAGE INCLUDES

- ✓ A free, confidential positioning check before you commit
- ✓ A short written discovery questionnaire, so the work reflects what you have actually done
- ✓ An ATS-friendly document that also reads well to a human
- ✓ Sensitive personal details removed from your CV
- ✓ Delivery in 5 working days from your confirmed brief

OUR PROCESS

Five steps, led by senior people.

1 Positioning check (free)

Send your CV. You receive a confidential written assessment of how it reads today through the three lenses.

2 Confirm and secure your place

You choose a package. Payment upfront secures your place in the workflow.

3 Discovery questionnaire

A short written questionnaire captures your achievements, target roles, markets and anything your CV misses. All clarification happens in writing.

4 Rebuild

Your CV is rebuilt around scale and results, aimed at your target role and market.

5 Delivery

Your documents, LinkedIn content and job-match prompt, in 5 working days from your confirmed brief.

SAMPLE POSITIONING CHECK

Illustrative, fictional profile

38
/ 100

Strong terminology, held back by missing numbers and dense paragraphs.

Role terminology density **74%**



Quantified achievements **10%**



Structure (achievement-led) **30%**



Document security **20%**



Also flagged: an unexplained short stint, and no scale on the first page.

A NOTE ON PRIVACY

Everything you send us is treated as strictly private and confidential. Your information, documents and career strategy are never shared, discussed or reused. We will tell you if anything sensitive, such as an ID number, should come off your CV before it circulates.

SAMPLE

Same CIO. Same career. Two very different CVs.

Illustrative example: a fictional executive profile.

BEFORE
OBJECTIVE

To obtain a challenging senior position in a dynamic organisation where I can utilise my skills and grow with the company.

CHIEF INFORMATION OFFICER, 2019 – present

- Responsible for all IT in the company
- Managing the IT team and the IT budget
- Worked on the ERP project
- Dealing with vendors and suppliers
- Ensuring security of systems
- Reporting to the CEO and attending meetings

QUALIFICATIONS

- MBA
- BSc Honours Computer Science
- CISM, TOGAF, ITIL

AFTER
EXECUTIVE PROFILE

CIO with 20+ years' experience leading technology, cyber security and digital transformation across 11 African countries. Turns IT into a measurable **margin and growth lever**. Reports to the CEO and presents to the Board Audit & Risk Committee.

KEY ACHIEVEMENTS

- **R420m ERP consolidation:** 7 ERPs and 14 systems replaced, delivered 6% under budget and 4 months early.
- **41% lower run cost (R86m)** while availability rose from 97.8% to 99.95%.
- **Zero material cyber breaches** in 5 years; ISO 27001 across 6 operating companies.
- **R64m margin recovery** in 18 months from live cost-to-complete analytics on a R9bn order book.
- **210-person function restructured;** engagement 58% to 81%, attrition 19% to 8%.

WHAT CHANGED

- ✓ Duties became measurable results
- ✓ A generic objective became a targeted profile
- ✓ Scale (budget, countries, order book) moved to the first lines
- ✓ Certifications named in full, board exposure made visible

PROOF

What senior leaders say.

"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

"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

"I feel confident, empowered, and ready to take on new executive opportunities thanks to her outstanding work."

Siphokazi Mabuya (MBA)
Senior Manager, Banking and Insurance

"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

25+
YEARS IN
EXECUTIVE SEARCH

1000+
EXECUTIVES
POSITIONED

150+
FIVE-STAR
REVIEWS

COMMON QUESTIONS

How long does it take?

5 working days from your confirmed brief, after your discovery questionnaire.

Do you guarantee a job?

No. Outcomes depend on many factors, including the market and your own search. We make sure your value is clear to the people who decide.

Will you edit my LinkedIn directly?

No. We write the content and you paste it into your own profile.

What do you need from me?

Your current CV, your LinkedIn link, your target roles and a list of your achievements.

Which markets do you cover?

South Africa, the UK, the USA and the UAE.

What does it cost?

From R4,500. You receive a written quote after your free positioning check.

START HERE

Book your free, confidential positioning check.

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