

Talento[⊛]

Tech Case Studies

AI & Tech Initiatives

Hunt Scanlon
GLOBAL40



Agenda	Day 1 Thursday, September 24th
11.00 – 11.15	Welcome and meeting people
11.15 – 12.15	Short presentations of new partners
12.15 – 13.30	Group Picture & Lunch
13.30 – 14.30	Keynote AI Implementation from Evaluation to Implementation: Best Practices & Lessons Learned by Daniel Marwan
14.30 – 16.00	Tech Case Studies: Short Presentation (20 min per presentation + 10 min break after first two presentations)
16.15 – 17.00	Ask the Expert Tables
	Break 15 min
17.15 – 18.00	Prompting Hackathon in groups
	Dinner Start at 19.30 @ Grande Buffet Deck 6

Agenda

1. Presentations

Short Presentations of the tech initiatives and tools (10-15min)

2. Round Tables

Each Topic will be presented on a Round Tables led by our presenting experts for in depth questions, discussions & detailed demos

1. Talentor AI Bot

- Sachin – Talentor Australia

2. Website Relaunches

- Michaela, Manto, Benoit & Jean-Louis

3. Xcruiter

- Petter Heggelund Gjølme

4. AI Ta Initiative

- Anneli – Talentor Estonia

5. Hearing Tool

- Daniel – epunkt Austria



1. Talentor AI Bot

Sachin & Talentor International Team

Talentor⁺



**It all started with
the idea of better
shared client
information.**

Today we are introducing the new Talentor AI Bot

... an **AI supported search engine** to find all information on global clients & cross border activities. Faster, more intuitive, hopefully boosting our cross border activities.

Your value:

International clients in my country

Find out if existing clients of other partners have recruiting needs in my country

Identifying Cross-Selling Opportunities

I have international clients who could be relevant for other partners.

Industry expertise per partner

Identify which partners have proven experience in specific industries or for specific roles.

Identifying the right contact person/ partner (country, industry).

Twelve capabilities, one connected platform



Universal Email Login

Sign in with any email — no Talentor domain required



Email Authentication

Secure, verified sign-in for every session



SharePoint Integration

Search & view files without a separate SharePoint login



LLM Search & Scanning

Finds answers inside documents, not just filenames



Document Processing

Understands PDF, Excel, and PowerPoint content



Lead Upload

Quick single-lead entry for consultants



Bulk Lead Upload

Batch import for admins, at scale



Responsive Web Portal

Works seamlessly across desktop, tablet, mobile



FAQ AI Module

Instant answers to common questions



Admin Access Control

Role-based permissions across the platform



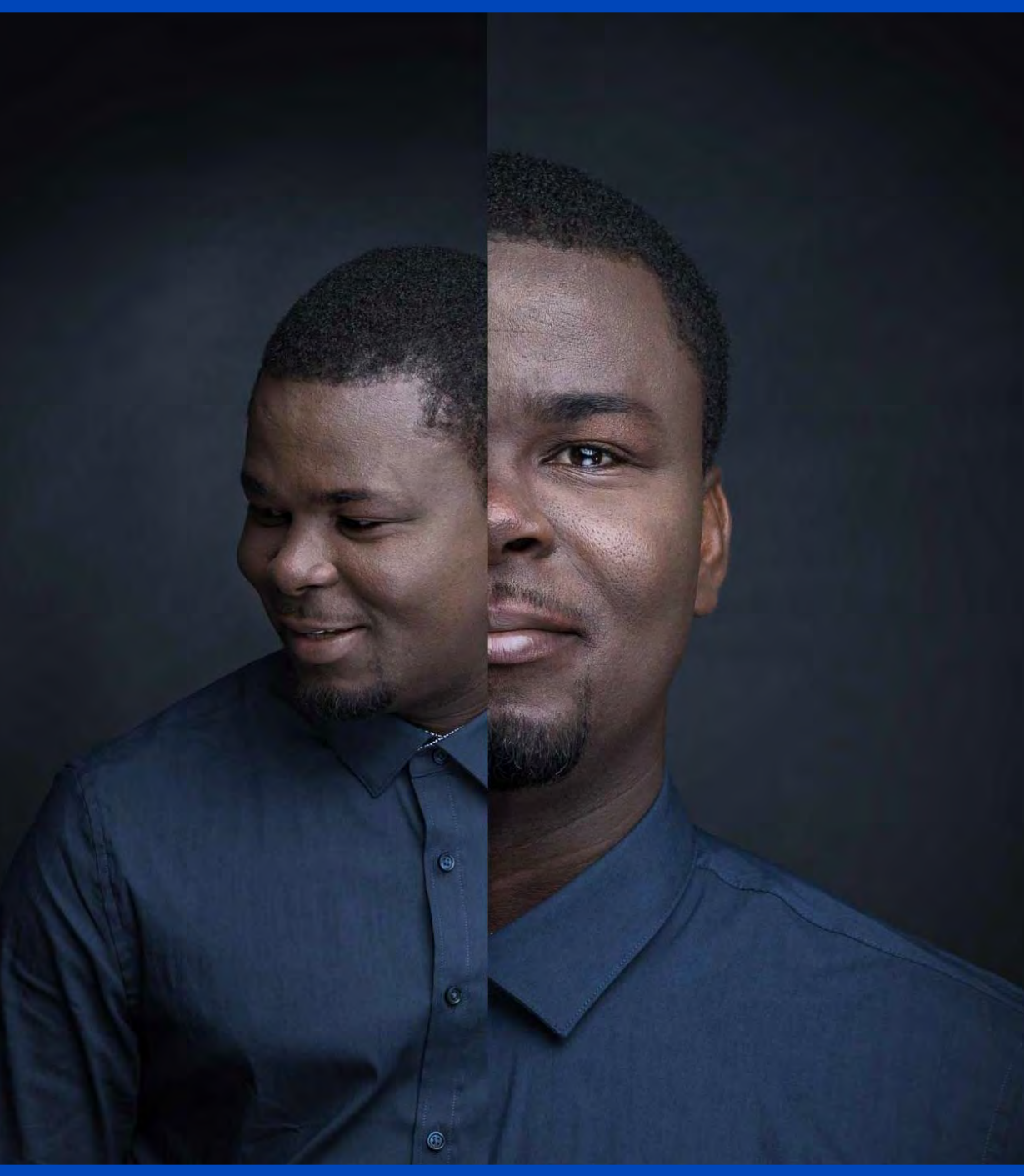
Security Monitoring

IP, location & login activity tracked in real time



Backup & Restore

Automated, recoverable, always protected



Today our Tool is focused on client and cross border information.

Our goal is to totally replace our intranet
on Sharepoint.

In the future we would also like to
include more information on general
topics, e.g. events, tools, marketing
campaigns, etc.

Implementation with CarringtonX Associates



Sachin – our Talentor Partner in Australia & New Zealand and his development Team lead by Arun – overdelivered and were a great partner in this agile development & implementation project.





**Rollout and
Trainings
sessions will
start in October**

A portrait of a Black woman with her hair pulled back, wearing a black top and a pearl earring. She is smiling and looking slightly to the left. The image is split vertically down the middle.

2. Website Relaunch Talentor International & Opera International

Manto, Benoit, Jean-Louis, Michaela

Talentor[✦]

Two audiences, the same new behaviour

From Keywords to Questions

Clients

- Research style questions.
“Who are the leading search firms for Life Sciences in DACH?” They want a shortlist, already consolidated.

Candidates

- Career and market questions.
They expect a direct, trustworthy answer, not ten links to sift through.



*In both conversations, the goal is identical: **be the source the AI cites.***

Three Letters that change the game

SEO

Search Engine Optimization
Rank in the list of results.

The classic game: be one of the ten blue links in search engines (e.g. Google, Bing, etc.)

AEO

Answer Engine Optimization
Be the answer to the question.

Answer engines return one response. You want to be it. AEO focuses on structuring content for direct extraction into featured snippets and answer boxes.

GEO

Generative Engine Optimization
Be cited when AI writes the answer.

Generative engines synthesise sources. You want to be quoted. GEO is measured by citation frequency, brand sentiment and inclusion in generated summaries.



SEO is the foundation. AEO and GEO are the new layer built on top of it.

Three pillars of AI visibility

01

Technical foundation

The floor. Crawlable, structured, machine-readable. Without it, nothing else is seen.

02

Content

The engine. Answer shaped, original, expert led. This is what actually gets cited.

03

Off site authority

The proof. Rankings, mentions and presence where AI already looks for signals.

Talentor KPIs

AI builds a picture of “Talentor” from all our partner sites. As best practice, we should all use the same KPIs.

50+
countries

Founded in
2003

500+
consultants

Headquarter
in
Vienna





Talented.com

Website Relaunch

WHY?

Project Goals of the Website Relaunch

GEO / SEO Optimization
(starting with an Audit)

Improve for B2B Lead Generation
(Clients & Partners): Clearer CTAs (Call to Actions), not only informational, but also conversion oriented

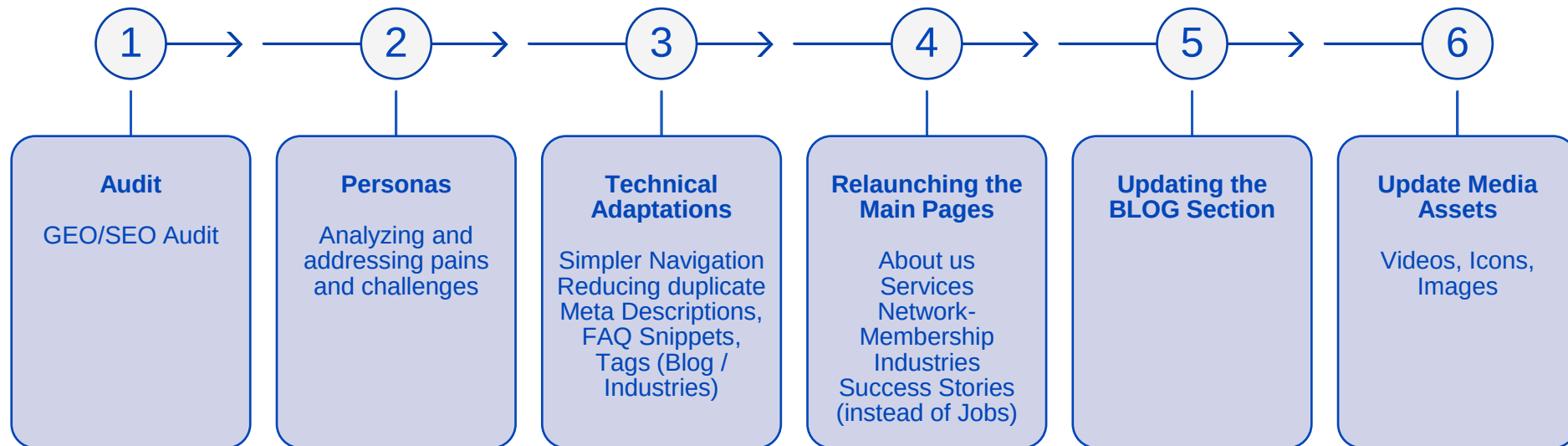
Value Proposition
Clarify Talentor International's value proposition for future clients and partners



Clearer Positioning
(Which Services? Which Level? Which Industries?)

Focus on **how our value proposition solves their pains and challenges**

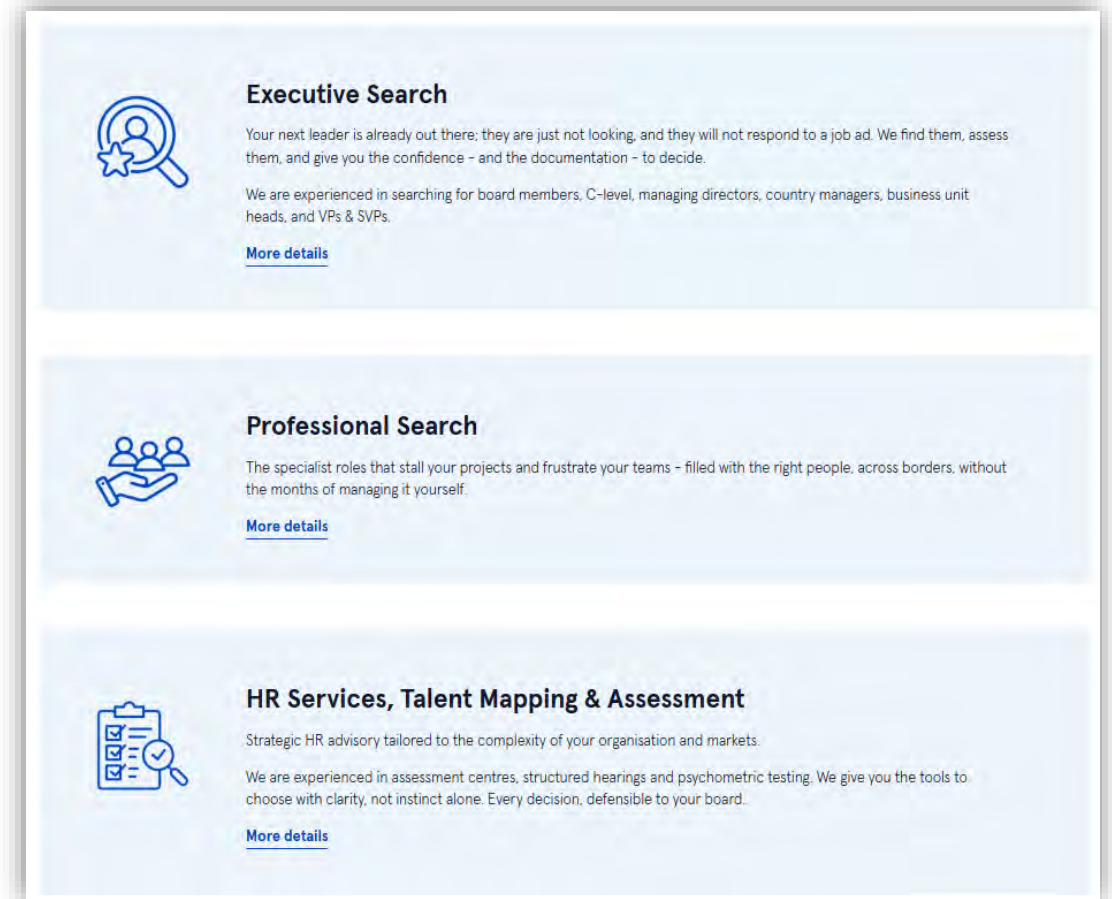
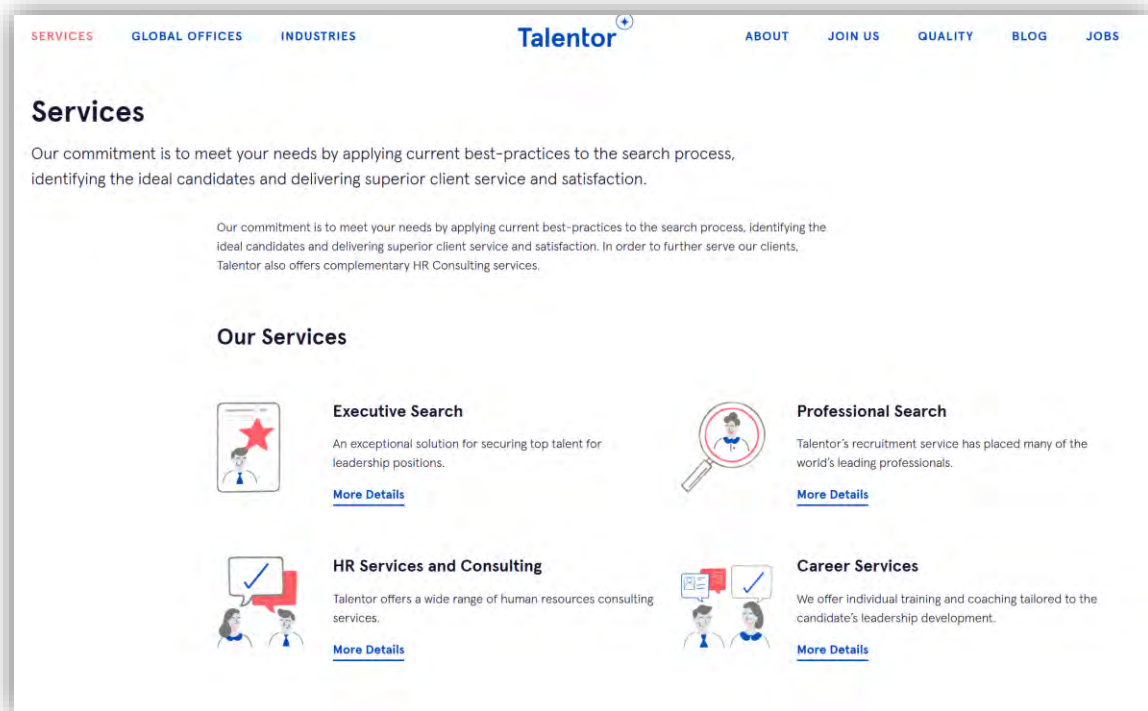
Project Milestones





Before & After

Services Site



Jobs vs. Success Stories

The screenshot shows the 'Jobs' section of the Talentor website. At the top, there's a navigation bar with 'SERVICES', 'GLOBAL OFFICES', 'INDUSTRIES', 'Talentor', 'ABOUT', 'JOIN US', 'QUALITY', 'BLOG', and 'JOBS'. Below the navigation bar, the heading 'Find the perfect job for your talent' is displayed. A search form is highlighted with a blue border, containing the text 'Which job are you looking for?' and a search button. Below the search form, there's a list of jobs with columns for 'JOB TITLE', 'FIELD', 'COUNTRY', and 'LOCATION'.

Find the perfect job for your talent

JOB SEARCH

Which job are you looking for?

Job title / Region / Area of activity

All Countries All Fields Find

No perfect match yet? This shouldn't stop you.

[Discover your career opportunities](#)

JOB TITLE	FIELD	COUNTRY	LOCATION
PŘÍPRAVÁŘ POZEMNÍCH STAVEB Brno Talentor Advanced Search je přední personálně-poradenská společnost působící na českém trhu od roku 2004. Jste členem skupiny Talentor International, která působí v...	CZECH REPUBLIC	Brno	
PMO – Transformationsprogramm (m/w/d) Deine Aufgaben: Unterstützung der Programmleitung bei der operativen Steuerung und Koordination eines strategisch wichtigen Programms. Sicherstellung einer strukturierten...	OTHER	SWITZERLAND	Zürich Grossraum
Senior Buyer (m/f/d) Start Date: Sep 2026 End Date: March 2027 (with the chance of extension) Workload: 100% with 40h/week Location: Basel Workmodel: Contracting	OTHER	SWITZERLAND	Basel-Stadt
SOC Analyst (Temp-to-Perm) Ready to be the guardian of the digital pulse of Europe's clean energy future? Our client is building a cornerstone for renewable energy, a stable, future...	OTHER	NETHERLANDS	The Hague

The screenshot shows the 'Success Stories' section of the Talentor website. At the top, there's a navigation bar with 'SERVICES', 'GLOBAL OFFICES', 'INDUSTRIES', 'Talentor', 'ABOUT', 'MEMBERSHIP', 'SUCCESS STORIES', and 'BLOG'. Below the navigation bar, the heading 'Leaders for tomorrow' is displayed. A large image of a woman is shown. Below the image, there's a section titled 'Recent success stories across the Talentor network' and a list of success stories with columns for 'JOB TITLE', 'FIELD', 'COUNTRY', and 'LOCATION'.

Leaders for tomorrow

Recent success stories across the Talentor network

Selected recent hires. A curated selection of leadership roles placed across the Talentor network.

Latest placements

Finding the right executive is never simple. Finding one across borders when navigating different markets, pools, and business cultures takes something more: **a trusted network that works as one.** These are placements from Talentor's cross-border collaborations, each one a reflection of what's possible when we share knowledge, reach, and a commitment to results.

General Manager – Country Manager

Placed for a Pharma client by our partners in India and Germany.

Life Sciences & Healthcare India – Anakin Germany – Constares

Senior Sales Account Executive

Placed for a technology client by our partners in France and Germany.

Information Technology & Digital Germany – visionm France – Chantal Baudron

Area Sales Manager

Placed for a pharma client by our partners in Germany and Austria.

Life Sciences & Healthcare Germany – Constares Talentor Austria

Cross-border senior search takes more than one country. It takes partners who trust each other, and share a standard builds that deliberately.

Michaëlle Gocko Achukwu (Partner, L'AGENCE, USA).

Local expertise

Cross-border collaboration is at the heart of what we do, but the strength of the Talentor network also shows in the individual markets where our partners operate. These are **selected placements made by our partners in their local markets**, each one reflecting the same commitment to quality, sector knowledge, and lasting fit.

Critical Roles Across All Industries

Chief Executive Officer, Chief Operating Officer, Chief Financial Officer, Chief HR Officer, Chief Strategy Officer, Chief Sustainability Officer, Chief Compliance Officer, General Counsel, Chief Legal Officer, Managing Director, Country Manager, Regional Director, Managing Partner, Chief of Staff, Board Member, Non-Executive Director, and Board Chair.

Roles in Life Sciences & Healthcare

Chief Medical Officer, Chief Scientific Officer, Chief Quality Officer, VP Regulatory Affairs, VP Clinical Development, VP Manufacturing & Operations, Head of Medical Affairs, Head of Market Access & Reimbursement, Head of Pharmacovigilance, Head of Drug Safety, Head of CMC, Head of Clinical Operations, Head of Clinical Supply Chain, Head of Bioanalysis, Chief Nursing Officer, Chief Pharmacist, Medical Director, Regional Medical Director, VP Quality Assurance, Head of Health Economics & Outcomes Research, Senior VP R&D, Director of Clinical Research, and

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Roles in Life Sciences & Healthcare

Chief Medical Officer, Chief Scientific Officer, Chief Quality Officer, VP Regulatory Affairs, VP Clinical Development, VP Manufacturing & Operations, Head of Medical Affairs, Head of Market Access & Reimbursement, Head of Pharmacovigilance, Head of Drug Safety, Head of CMC, Head of Clinical Operations, Head of Clinical Supply Chain, Head of Bioanalysis, Chief Nursing Officer, Chief Pharmacist, Medical Director, Regional Medical Director, VP Quality Assurance, Head of Health Economics & Outcomes Research, Senior VP R&D, Director of Clinical Research, and

Join Us vs. Membership

WHY TALENTOR?

Here is Why!

The task of finding the right individuals for leadership roles has always been captivating. Beyond professional experience and skills, charisma, commitment, and the ability to inspire others are crucial.

When executive search extends internationally, the challenge of successful placement intensifies. Consultants require intuition and experience to identify and approach the right candidates, often necessitating a departure from traditional methods in our digital era. And that's precisely why we love what we do.

Talentor stands out as a tightly-woven network of passionate individuals spanning the globe. Our expertise lies in executive search on an international scale, leveraging the local insights of our dedicated partners. We collaborate closely, sharing a unified mindset and uncompromising quality standards. Continuously expanding our network, we cherish connecting with individuals who share our values and proficiency.

Executive search isn't rocket science for us; it's simply about finding the right people in the right places.

Top Reasons to Join Talentor International Network

REASON #1

Join a Global Network of Excellence!

At Talentor we showcase the strength of our **local independent firms as integral components of a robust international network**, instilling confidence in our local clients.



REASON #2

Unlock the Power of Local Market Expertise!

Our partners bring unparalleled local expertise, ensuring you benefit from their in-depth knowledge of both domestic and international markets. Tap into reliable market insights provided by our partners abroad.

Why Our Partners Stand Out:

- Owners & Entrepreneurs:** Run by owners and entrepreneurs, our executive search firms are vested in delivering exceptional results. They are not just consultants; they are business leaders.
- Experienced Consultants:** Count on the expertise of seasoned consultants. Our clients are exclusively served by professionals with in-depth knowledge of their respective industries.
- Motivated Leaders:** Our partners are not just names on paper; they are active managers, personally dedicated and highly motivated to secure success for you. Their commitment extends to serving existing clients and winning new ones.

Experience the advantage of having dedicated and motivated local consultants at your service, both at home and across borders. Partner with Talentor for a global network that truly understands your business needs!

REASON #3

Driving Innovation, Sharing Excellence: Join Talentor to Share and Grow!

At Talentor, we're dedicated to pushing boundaries with innovative ideas. We actively participate in conferences and engage with HR communities to share experiences and benchmark against!



THE RECRUITING INDUSTRY IS CHANGING

How Talentor is built to address it

Challenges boutique executive search firms face

- Unable to serve international clients beyond the local market.** No trusted partner network means risking mandates to larger players when clients expand across borders.
- Why other networks disappoint.** Loose contacts, inconsistent quality, and unclear fee sharing make cross-border collaboration more costly than it's worth.
- Marketing is changing, and so is search behaviour.** Visibility now means being found by AI assistants. Referral-built firms rarely have the resources to keep pace.
- Falling behind on AI and technology.** Tools evolve faster than any boutique firm can absorb alone. The constraint is time and shared resources, not capability.

WHAT MEMBERSHIP INCLUDES

Everything a boutique executive search firm cannot build alone

Talentor is a managed network offering a distinctive approach to collaboration. Every partner is carefully selected, held to shared standards, and supported by transparent fee sharing from the very first mandate.



EIGHT QUICK CHECKS. IF MOST OF THESE SOUND LIKE YOU, WE SHOULD TALK

Talentor is the right network for you, if...

- Locally well established:** Strong reputation in your home market
- Serving clients with international mandates:** You want to serve them, not refer them away
- Active in our core industries:** Life Sciences, IT & Digital, Industrial, Financial Services
- Open to knowledge sharing:** Give and receive in equal measure
- Seeking sparring with other owners:** Honest exchange at eye level
- Looking for new business:** Cross-border referrals with measurable return
- Curious about technology:** Evaluate AI and new tools together, not alone
- Wanting community:** Partners who know each other personally



PARTNER VOICES

In their own words

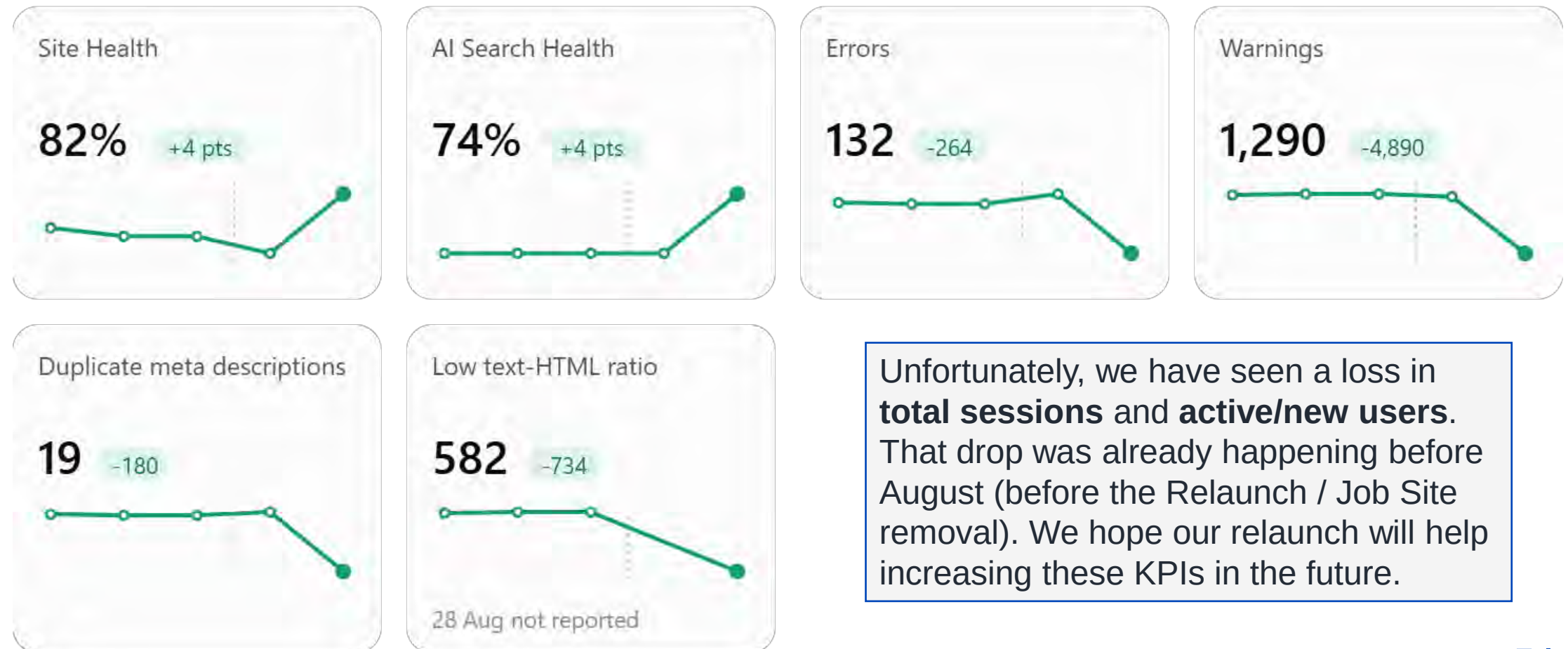
"Being part of this network has significantly increased our local business. Over the last couple of years we were the country that received the most cross-border projects."

Thomas Lindquist (Partner, Talentor Sweden)

Ability

AI Masterclass, tool evaluation & initiative sharing

KPIs – tendencies so far (after 6 weeks)



Unfortunately, we have seen a loss in **total sessions** and **active/new users**. That drop was already happening before August (before the Relaunch / Job Site removal). We hope our relaunch will help increasing these KPIs in the future.

Where AI helped us in the process



Project planning

Structuring the relaunch into workstreams and a sequence.



Personas

Drafting the client and partner personas from our own inputs.



Content inventory

Reviewing 119 posts with keep, adapt, and delete calls.



Page mockups & copy

Rapid HTML mockups and iterative copy, ready to review.



Navigation

User friendly navigation.



Keyword strategy

Two-funnel keyword mapping and draft meta descriptions.



Opera International

Content Review of the Website

The Website Relaunch – Major improvements

client /
candidate
navigation

client
testimonials and
quotes

KPIs

success stories
and past
placements

CTAs

visuals / icons

colour scheme
& fonts

mobile version

The Project

What Talentor International contributed

Input, analysis and a full audit of the existing site as a clear starting point, defined priorities on what to change, and hands-on support right through to the final aesthetic touches.

How we worked

- Three focused virtual sessions
- A deliberately simple, non-technical approach
- Content Update

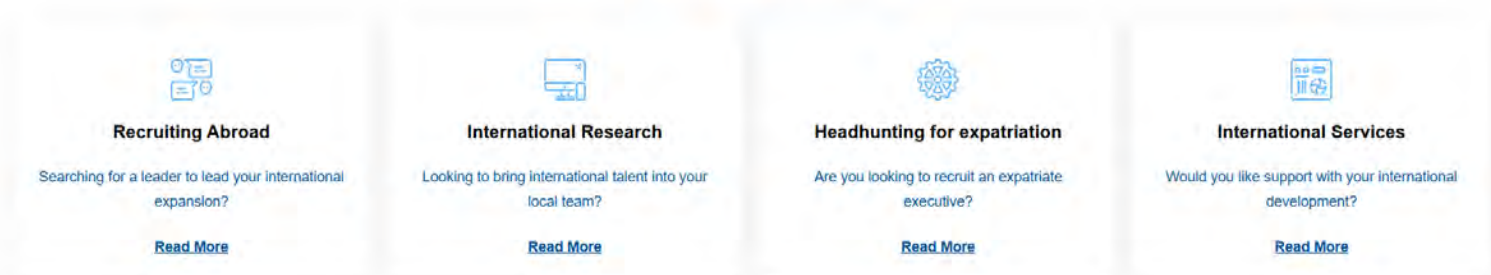
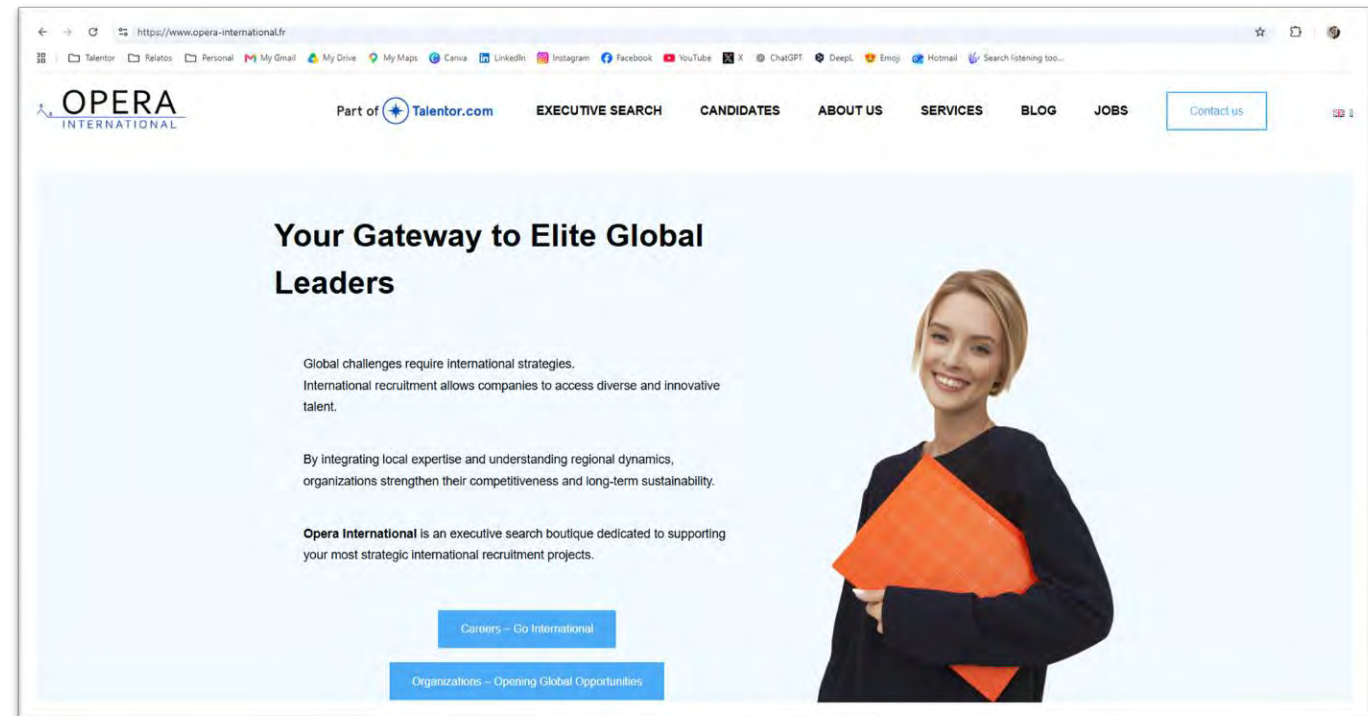
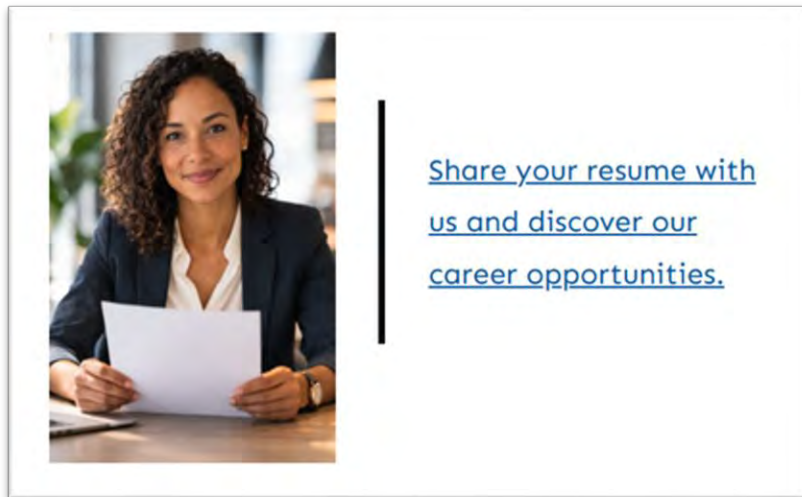
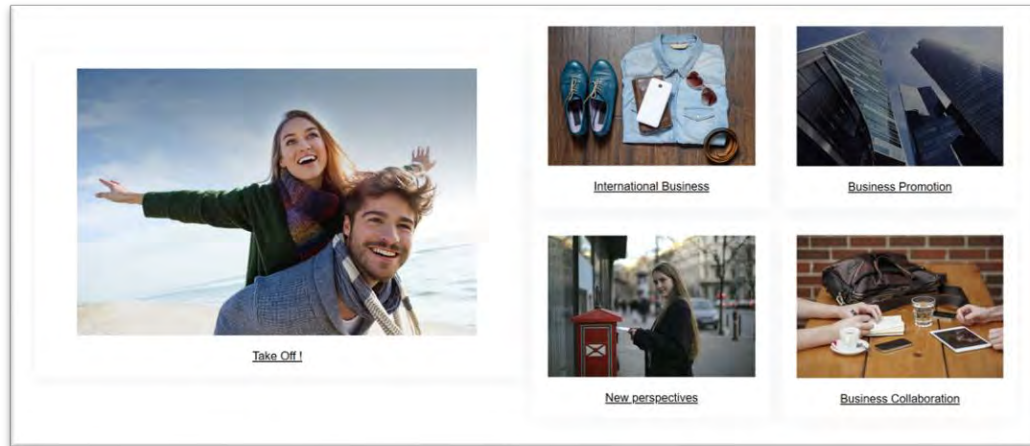
Who made it happen

- **Audit & input:** Michaela & Manto
- **Execution:** Jean-Luis & Benoit
- **Final aesthetic touches, directly in Opera International's WordPress CMS:** Manto

In Benoit's words:

"We received a fresh perspective on our existing website, clear guidance on where to start and what to change, and real support with the design and final touches."

Before



After



Recrutement pour l'Industrie Souveraine

Opera International est un cabinet de chasse de tête spécialisé dans le recrutement de cadres dirigeants pour les secteurs industriels stratégiques : défense, nucléaire, énergie, infrastructures et transport. Opera International accompagne les directions générales et les DRH dans le recrutement de leurs cadres dirigeants et managers clés, en France et à l'international, via le réseau Talentor (50+ cabinets partenaires).

Candidats

Clients



Opera International peut-il recruter à l'international?

Oui. Membre du réseau Talentor, Opera International s'appuie sur plus de 50 cabinets partenaires implantés dans plus de 30 pays pour mener des recrutements à l'international, avec un interlocuteur unique côté client.

KPIs



15 years

of expertise in recruiting industrial executives

5

key sectors: defense, nuclear, energy, infrastructure, transport

40+

countries covered via the Talentor network

50+

partner firms in Europe, North America, Asia, and the Middle East

95%+

of assignments completed successfully

4–6 weeks

average time to present the first candidates

80%+

of candidates presented are recruited through direct approach (not actively job searching)

Quotes & Client Testimonials

CTO – Defense Industry

“For such a sensitive role, confidentiality and a thorough understanding of the technical context were non-negotiable. Opera International successfully approached candidates who were already in employment and not actively seeking a new role, using a direct headhunting approach that made all the difference compared to the generalist recruitment agencies we had previously engaged.”

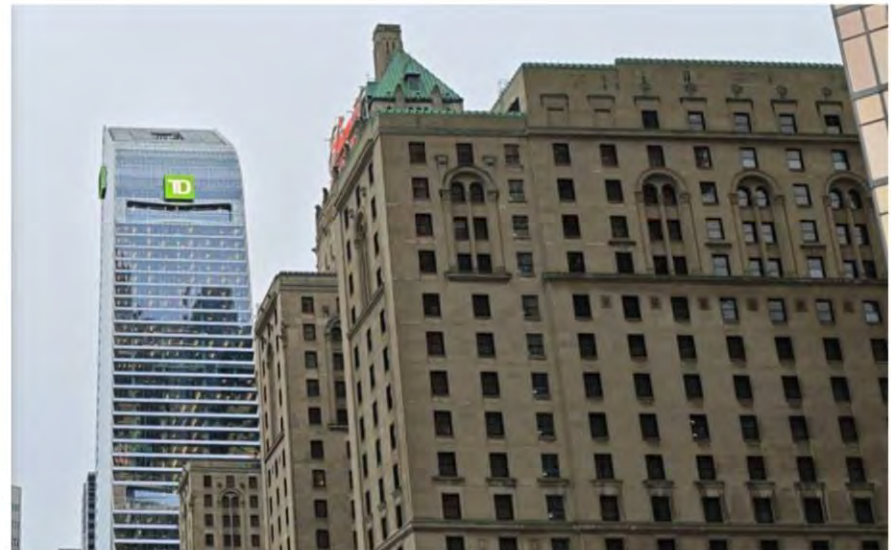
Thierry, General Manager



Sales Director – Industrial equipment manufacturer, France

“We were looking for a sales director capable of structuring our expansion in France, in a market that required in-depth knowledge. Opera International successfully combined its knowledge of the French industrial landscape with its international network to present us with candidates who were genuinely suited to this challenge of establishing a presence in the market, using a tracking tool that enabled us to maintain control at every stage of the process.”

Peter, Directeur Europe





Want a second opinion on your website or its content?

We're not an agency, but we know our industry well, and we'd be glad to take a look.



3. Xcruiter

Petter Heggelund Gjølme

Talented 



Presentation Link

<https://www.figma.com/deck/olqcOHEc6rLbM1fd0qDepZ/Xcruiter-Product-Deck--Copy-?node-id=1-42&viewport=-232%2C-189%2C1.03&t=ysYxqRV9uMv3rJHk-1&scaling=min-zoom&content-scaling=fixed&page-id=0%3A1>

Book a free demo



X CRUITER

Recruitment. Accelerated.

A portrait of Anneli Salminen, a woman with short blonde hair, wearing a dark, vertically striped high-collared shirt. The image is split vertically down the middle. On the left side, she is smiling and looking towards the left. On the right side, she has a neutral expression and is looking directly at the camera.

4. AITa

Anneli Salminen – Talentor Estonia

Talentor⁺

AITa

AI-powered HR-knowledge center

From repetitive HR-related questions to adaptable digital solution.

AI + Ta = „aita!“ = “help”

Anneli Salminen
Talentor Estonia
Sept 2026



The idea came up with a frequent HR-issue

All the necessary information is available, but finding the right answer is slow, time-consuming and causes repetitive questions directed at the HR department.



„What does the law say?“



„What do the internal regulation say?“



„Which version of the document is valid and updated?“



„Do I have to ask HR again?“

Why is it topical for us?

- We have 20+ years of experience with employers and HR-related problems
- Over 10 years of editing professional HR subscription database (Äripäeva Teabevara)
- HR kept receiving the same questions even though the answers were already available.
- AI gave us the opportunity to use our experience and take it to the next level

Defining the need as the first step

We began by defining the content, selecting a pilot company and developing an MVP.

69%

of HR employees who
filled in the questionnaire
saw value in this digital
solution



The interviews with employers

The focus interviews confirmed a repetitive problem finding HR information, frequently asked questions, lack of independence in searching of information



Pilot partner

We made agreement with HANZA Mechanics Tartu for them to be a test customer.



MVP

We moved forward with the plan to establish an MVP

Define the problem → establish an MVP → learn → improve

WHY „AITa“?

A word with multiple meanings (in the Estonian language).

AITa

„aita!“ Aita

“Help!” in the Estonian language



AI

Artificial Intelligence as access to knowledge



HELP

The guarantee of making HR-related information easily accessible.



RELIABILITY Reliable and updated source of information

What Went Wrong?



The HR Manager of the pilot company was unexpectedly dismissed, nobody took over the project and they stepped out



The Project Manager of the developer quit.



Our Project Lead unexpectedly resigned



How AITa works

A question will be answer based on two different sources – according to the Law and According to Company Rules.



„Millised on mu võimalused, kui vajan järgmisel nädalal vaba aega?“



According to the Law

An answer based solely on relevant source material



Source: Estonian legislation



According to Company Rules

An answer based solely on relevant source material.



Source: Company policies and guidelines

Disclaimer: AITa is an AI tool for finding information—it is not a substitute for legal advice or HR decisions.

Next Development Phase

We are moving from a validated MVP to a more functional product that is easier to implement and ready for testing across different markets.

1



Turn into a Product

2

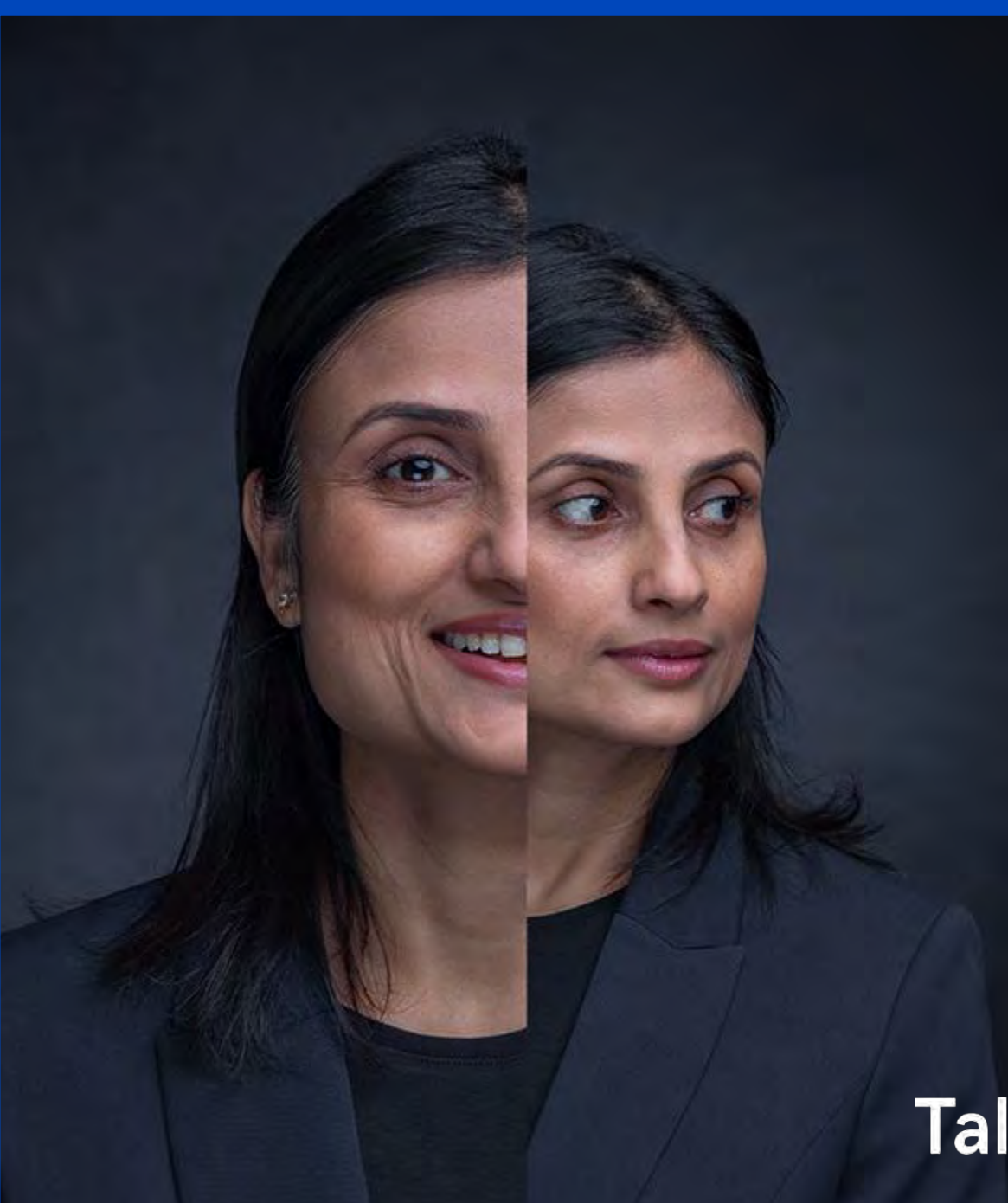


Scale It Up

3



Expand into new markets



5. Hearing Tool

Daniel Marwan - epunkt

Talantor[⬤]

Ask the expert tables

- Participants can change tables at any time
- Goal: Q&A, more detailed Demos

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15 min Break

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Prompting Hackathon

The AI ferry team hackathon

Talento⁺

Prompting Hackathon instructions

- You have 25min
- Build a team of 6 and complete all tasks. Send your results to Michaela - michaela.moser@talentor.com
- The use of AI is allowed and encouraged.

Good luck!

AI Hackathon

Send all your results to michaela.moser@talentor.com

Task 1 Send us a photo of your team – but make it 80s style

Take a team picture but make it look as if it was from the 80s. If you have security concerns, of course you may hide your real identities behind sunglasses or masks or hide your faces in other creative ways.

Proof for scoring: Send us your picture within the first 10 minutes

Task 2 Design a job ad

Write a short, punchy ad: the role, three duties, two or three requirements, benefits, etc. Short and sweet wins. Choose ONE of these five roles, whichever your team likes best:

- Chief Sauna Officer
- Ferry Karaoke Talent Scout
- Head of Meatball Quality Assurance
- Reindeer Traffic Controller
- Northern Lights Colour Consultant

Proof for scoring: Include your Job-Ad in pdf format

Task 3 Create a picture of your ideal workspace

Design a picture of a workspace that your team would love to work in. Can be anywhere, indoor, outdoor, no limits.

Proof for scoring: Attach an image of your ideal workspace

Analog Hackathon

Send all your results to michaela.moser@talentor.com

Task 1 Send us a funny or serious (your choice) photo of your team

Proof for scoring: Send us your picture within the first 10 minutes

Task 2 Design a job ad

Write a short, punchy ad: the role, three duties, two or three requirements, benefits, etc. Short and sweet wins. Choose ONE of these five roles, whichever your team likes best:

- Chief Sauna Officer
- Ferry Karaoke Talent Scout
- Head of Meatball Quality Assurance
- Reindeer Traffic Controller
- Northern Lights Colour Consultant

Proof for scoring: Include your Job-Ad in pdf format

Task 3 Come up with the most creative teambuilding activity for our next partner meeting

Design a format for teambuilding where team members really get to know each other.

Proof for scoring: Include your teambuilding activity in your email (1 paragraph)