Selpe Executive

Middle Management, Senior Leadership & C-Level

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Barbosa, Robson Fonseca

Executive Director · Selpe Gente e Gestão | NPAworldwide LATAM Leader

Robson Fonseca Barbosa

HR Executive Director

Belo Horizonte / São Paulo, Brazil

Headhunter and organizational consultant, specialized in managing recruitment and selection, assessment center, training and development.

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- linkedin.com/in/robsonfbarbosa

Professional background

Selpe Gente e Gestão

HR Executive Director · NPAworldwide Member

Since April 1997 · 29+ years

Head of Operations at Selpe: executive search, specialist recruitment and selection, internship and trainee programs, and temporary and outsourced workforce management.

NPA Worldwide

MEmber

Since 2012

Global interim management association.

PUC Minas University

Professor

2018 – 2023

Specialization course in People Management.

Education

Executive Development Program
Fundação Dom Cabral · Business Management

Specialization in Organizational Consulting
Ornellas e Associados · HR Management

Postgraduate in Strategic HR Management
UNI-BH

Bachelor's Degree in Psychology
PUC Minas

Expertise

Team management
Commercial team management
HR Consulting – HR Project Desgner
Recruitment in different kinds of industries

selpe® Executive

selpe Executive

People and management consultancy with specialized divisions across the entire people cycle — from talent attraction to strategic consulting and HR technology.

+60
years in the market
since 1965, in Brazil

6
units in Brazil
Southeat and Northeast, with nationwide coverage

2012
NPAworldwide™ member
global executive search network

+160
Specialized professionals
access to talent nationwide and worldwide

BUSINESS UNITS

SELPE Executive
Executive search for Middle, Senior Leadership and C-level.

SELPE Advisory
Management consulting, training programs and leadership development.

SELPE Staff
Volume recruitment and selection for technical, operational and specialist positions.

SELPE Trainee & Internship
Proprietary methodology to attract, select and develop new talent.

SELPE Temporary Jobs / BPO
Temporary and outsourced workforce management since 1974.

SELPE Lab - HR Technology
AssessFirst and ATS - Intelligent Recruitment: predictive analytics and process management.

OUR OFFICES

Strategically located offices covering all over Brazil

Southeast / Central-West

Belo Horizonte, Contagem and Conselheiro Lafaiete – MG

Sao Paulo / South

Sao Paulo – SP

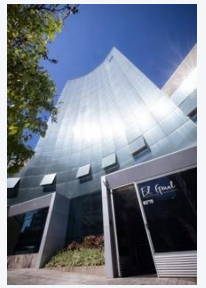
North and Northeast

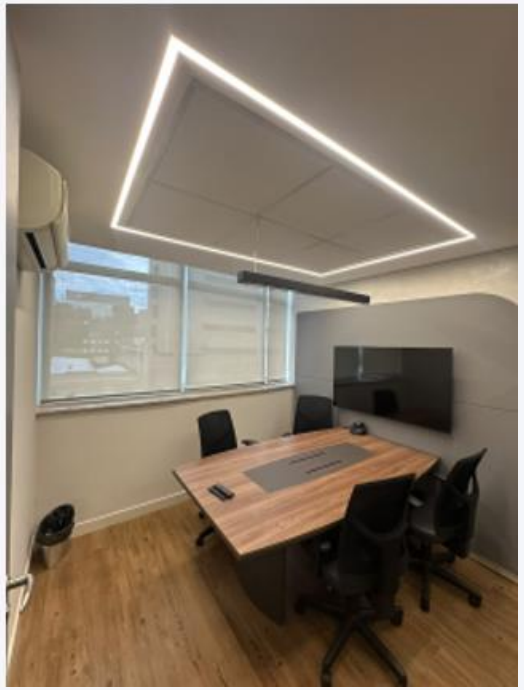
Recife – PE

selpe® Executive

BELO HORIZONTE

Headquarters





Belo Horizonte headquarters · Two dedicated floors

Confidential · Private rooms for candidate meetings

SPECIALIZED TEAM

The people behind the business

Partner & Director

Selpe Gente e Gestão

Hegel Botinha

Partner & Director

Selpe Gente e Gestão

Glaucus Botinha

Executive Director

Selpe Gente e Gestão

Robson Barbosa

Director

Selpe Executive

Jorge Ogawa

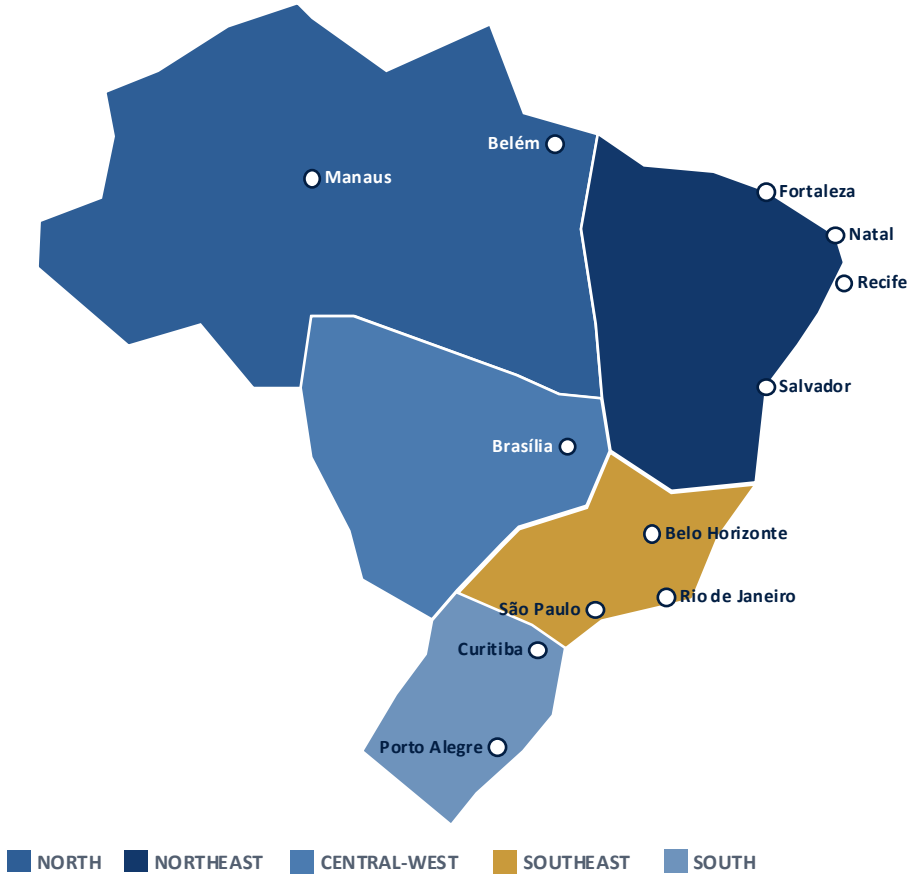
Manager

Selpe Executive

Tatiana Sarmento

Brazil

Talent, Scale and Opportunity



DEMOGRAPHICS

212M
inhabitants

87%
urban population

110M
workforce

5th
largest country in the world

ECONOMY

No. 1
largest economy in Latin America

20M+
active companies

- Diversified and resilient economy

MAIN SECTORS

- Agribusiness
- Mining
- Energy
- Manufacturing
- Technology
- Healthcare

TALENT MARKET

- Largest talent pool in Latin America
- Regional hub for Latin American operations
- Strong growth in technology, healthcare, renewable energy and logistics

212 million inhabitants | 8.5 million km² | Largest economy in Latin America | 27 states | Official language: Portuguese

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Challenges of the executive market in Brazil

Poorly defined leadership profile

Without alignment between the Board and CEO priorities and success criteria, **the search loses focus** — compromising candidate selection and the final hiring decision.

Misaligned expectations

A lack of alignment from the outset creates gaps that **delay results,** increase rework and undermine business impact.

Limited executive talent pool

The best executives are **rarely actively seeking new opportunities.** Identifying and engaging them requires a **targeted, strategic and relationship-driven search.**

Surface-level assessment

Traditional interviews often **fail to fully assess** the capabilities required to address **today's complex leadership challenges**.

Selpe Executive has firsthand experience of the complexities and critical challenges involved in the executive talent market.

Lengthy and costly hiring process

C-level hiring can take **four to six months,** delaying strategic priorities and increasing the **cost of inaction.**

Overreliance on past success

Past achievements alone **do not predict future effectiveness** in leadership. Success requires **capabilities aligned with the challenges ahead**.

Cultural fit overlooked

Technical skills alone are not enough. Misalignment with the organizational culture and team dynamics can **undermine leadership effectiveness** after the hire.

Onboarding underestimated

Hiring the right executive **is only the beginning.** Without a structured **90–180 day onboarding strategy,** integration slows and business impact is delayed.

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Executive Search

for strategic leadership and executive positions.

Market Mapping

Strategic market intelligence combined with operational excellence **to map the talent landscape** in line with each client's unique hiring needs.

Specialized Recruitment

The expertise to deliver the **agility** our clients expect and the **flexibility** required to recruit for senior leadership and executive positions.

Executive Assessment

Designed for a wide range of leadership roles and industries, with a comprehensive evaluation of **technical capabilities** and **leadership competencies**.

Strategic Insight. Exceptional Talent!

Executive Search for strategic leadership appointments that drive business performance.

A team of **senior executive search consultants** with extensive experience across multiple industries and organizational environments.

Global Connections

We are part of **an international Executive Search network — NPAworldwide™**, providing us with access to strategic talent connections and executive search expertise worldv NPAworldwide

ASSESSFIRST
CONNECTING WITH MEANING

Technology-driven predictive insights designed to enhance the success of your executive search process through more accurate assessments of **cultural fit** and **leadership competencies.**

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RESULTS

Delivery track record over the last 24 months

135+

searches completed

Coordinators, Managers and Director / C-level

15+

director and C-level

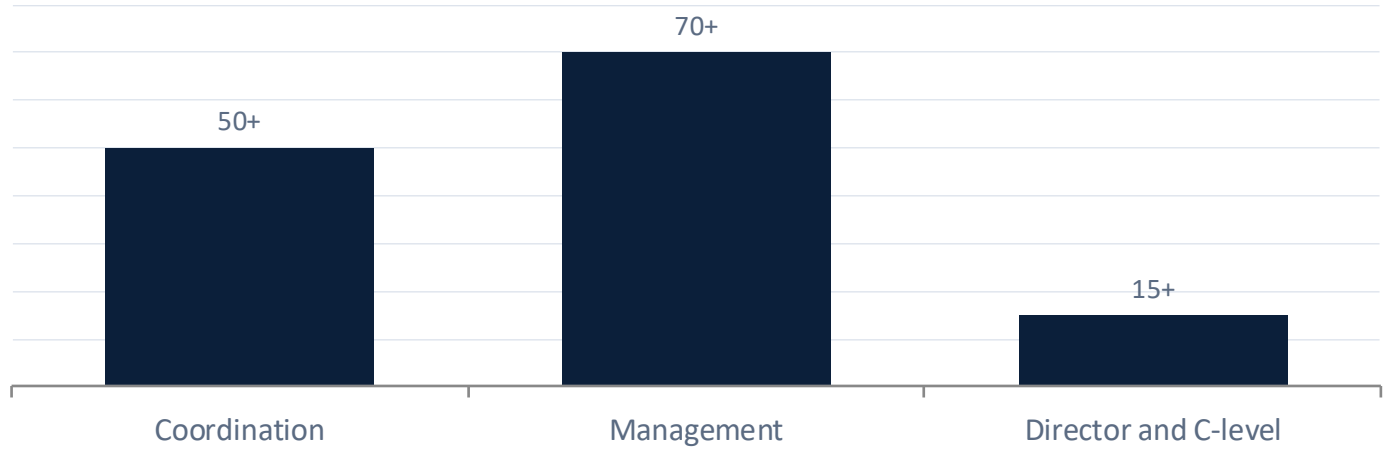
23

international positions

across 5 countries

US$800.000,00

/YEAR



What this means

- Volume across the entire leadership pipeline, not just C-level.
- Board-level credibility: CEO positions
- Proven cross-border delivery in Latin America

Figures refer to mandates completed by Selpe Executive over the last two years; minimum counts per level.

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International

Executive Search Assignments

HR Business Partners (2)
Monterrey / Mexico City

Channel Territory Manager (1)
Monterrey, Mexico

Commercial Hardware (4)
Monterrey, Mexico

Human Resources (1)
Cancún / Mexico City

Commercial Hardware (4)
Lima, Peru

Commercial Software (4)
Lima, Peru

Commercial Hardware (1)
Buenos Aires, Argentina

Human Resources (1)
Buenos Aires, Argentina

German multinational

Country Manager (1)
Manufacturing facility in São Paulo State, Brazil

Brazil

Risk & Security Manager (1)
Brazilian professionals available for international assignments
Europe, Africa and South America.

Payroll Specialist (2)
Asunción, Paraguay

Commercial Director (1)
Asunción, Paraguay

Executive Search

Middle Management, Senior Leadership & C-Level

PROCESS FLOW

Kick-off meeting / Profile alignment

Strategy and Search planning

Soft skills assessment + intellectual potential + motivations + cultural fit

Hard skills interview with Selpe headhunter

Candidate-position match + background check

Short list presentation

Support building the offer letter + hiring negotiations

GOVERNANCE AND QUALITY ASSURANCE

Profile defined at kick-off

No approach starts before the profile is validated by the client.

Follow up

Mapping coverage, approaches, pipeline and market feedback reported to the client weekly.

Background check

Reference checks on previous employment for every recommended candidate.

Short list review

Every shortlist is validated before reaching the client.

Follow up

Follow-up on interviews and post-interviews, with both candidates and clients.

Post-placement follow-up

Structured check-ins with client and executive throughout the guarantee period.

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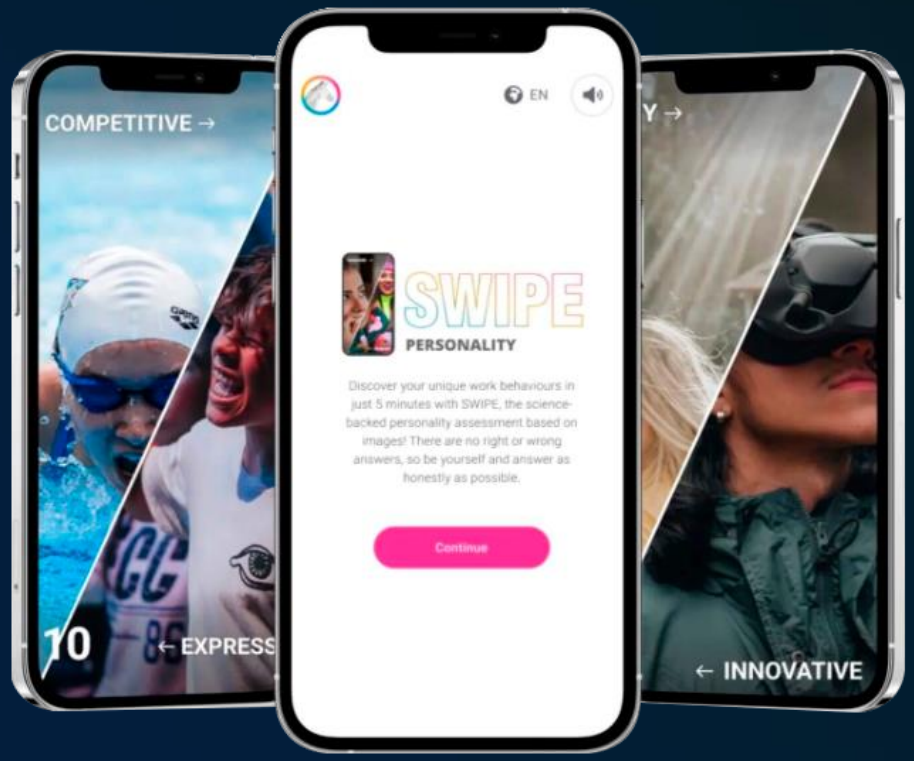
ASSESSFIRST
CONNECTING WITH MEANING

AI-Powered Soft Skills Management Platform.

We design a unique assessment journey allowing candidates to discover and develop their talents like never before.

- Strategic data for recruitment, development and performance projects.
- Predictive recruitment for any position.
- Big Five and other methodologies for personality, cultural fit and cognitive skills analysis.



AN EXPERIENCE DESIGNED TO DRIVE CANDIDATE ENGAGEMENT

Personality
Motivations
Intellectual Agility

Up to 12 minutes per questionnaire

Profile shareable on social media

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Assessment

SWIPE (SHAPE)

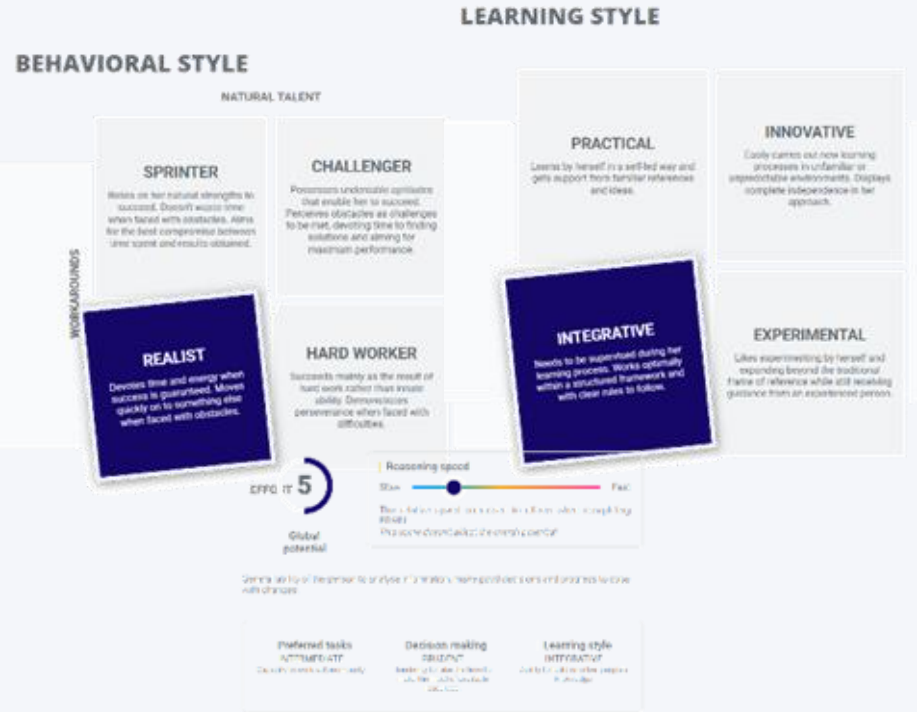
Personality traits directly impact adaptation and success in the workplace. Daily results — personal or professional — are directly linked to the behaviors we demonstrate.

DRIVE

Understanding motivations enables anticipation of a professional's integration capacity within a role, team and organization. It helps predict task preferences, collaboration style, expected supervision level and knowledge-sharing approach.

BRAIN

Based on a proprietary four-attribute model, this assessment provides insights into intellectual capacity, problem-solving, reactions to challenges, preferred tasks and learning style.



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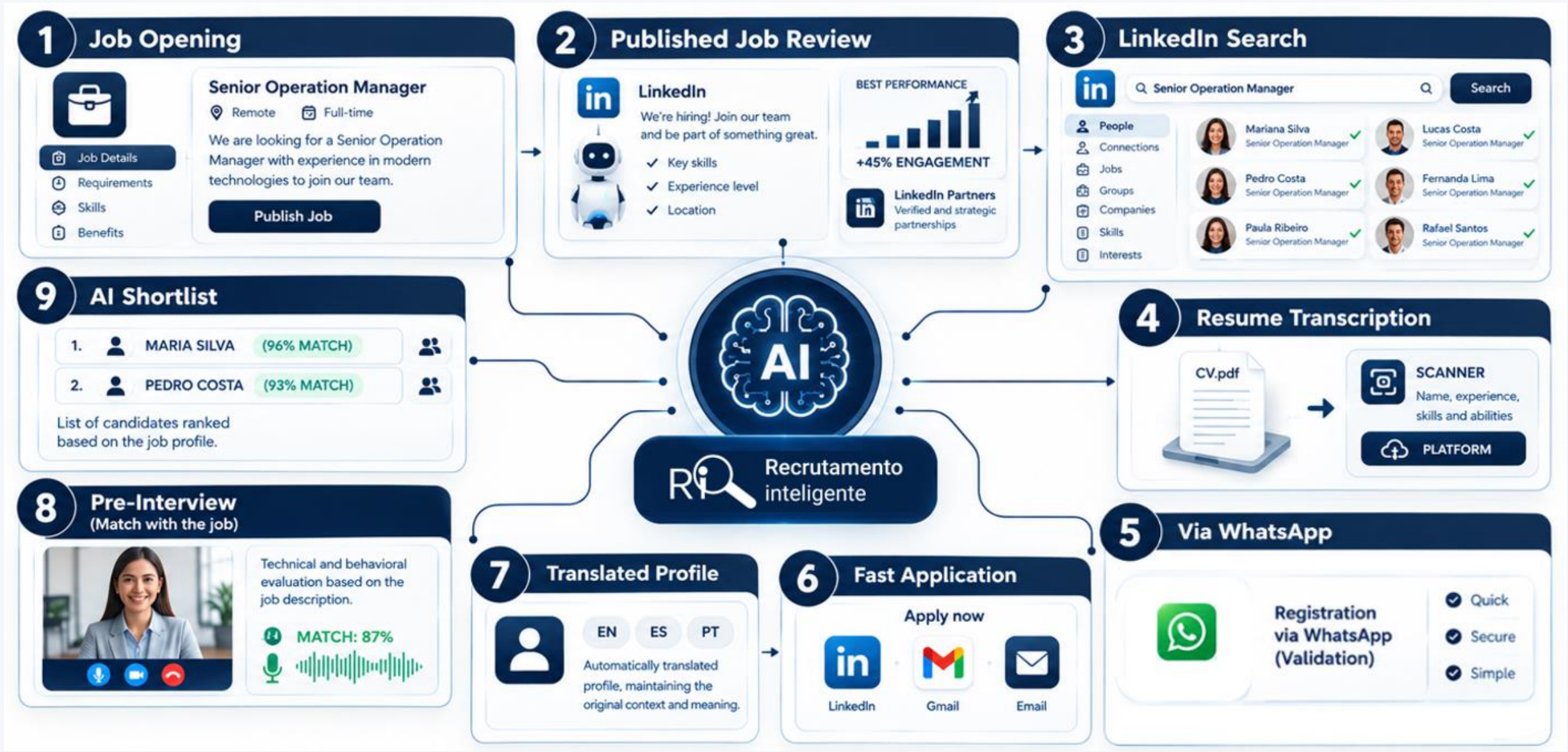
Systems & Tools



MARKETS AND CLIENTS

Where our searches come from

Market

- Mining and metals
- Industry and manufacturing
- Technology
- Agribusiness
- Healthcare and pharmaceutical
- Energy and oil & gas
- Logistics and transportation
- Retail and consumer goods

Clients

VALE
STELLANTIS
belgo arames
cba
brembo
Wabtec CORPORATION
TSEA energia
Solenis
HEXAGON
ArcelorMittal
HEF GROUPE
CHUBB
Gestamp
PETRONAS
Labtest

COMMERCIAL

Fees and payment terms

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Engagement Model

- Exclusive Retainer
- Fee based on the annual salary
- Guarantee on the selection process according to the position level

Fee by position level

Director / C-level	16% to 20% of total annual compensation
Middle Management	12% to 16% of total annual compensation
Coordinator	10% to 14% of total annual compensation

**Total annual compensation = monthly base salary × 13.33. Positions with commission use fixed plus estimated variable.*

Payment terms

- 50% of the fee due at project start;
- 50% of the fee when the recruitement has completed (considering any adjustments should the values differ from the estimated salary at the beginning of the project).

Guarantee

Director / C-level	9 to 12 months
Middle Management	6 months
Coordinator	4 months

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