Heawie Consulting

Sept 2026 Vietnam

Heawie Consulting

Founded in 2016 in China

Shanghai/Beijing

Team Size 14 Full time Consultants With

Average Industry Experience: 8+ years

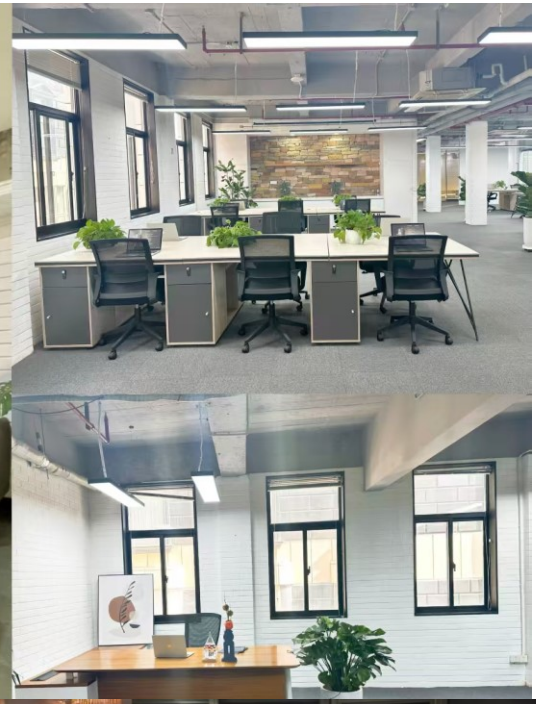
Specialism and Industry coverage:

BioTech/Pharma

Pharmaceutical

Medical Device

(Business Function & Supporting Functions)



Our Office is located in a historic building just a stone's throw away from the Bund in Shanghai

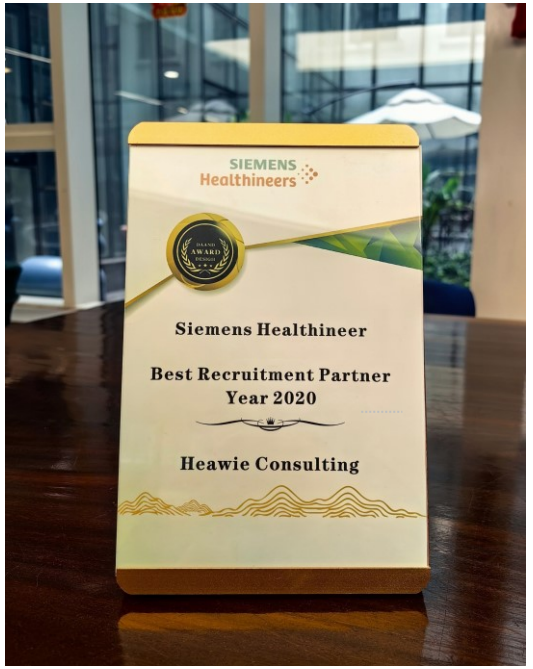
Some Awards from MNC Clients in recent years

Boston Scientific

Best Recruitment Partner
Year 2022

3M

Excellent Innovation HR Partner
Year 2021



SIEMENS Healthineers

Best Recruitment Partner
Year 2020

HEAWIE CONSULTING

Yolanda Yang Background

Education: Bachelor of Psychology, Shanghai Normal University

Current: Founder & Business Director, Heawie Consulting (Dec 2016 – Present)

Leads a team of 14 consultants focused on Life Science. Manages overall P&L;

Previous Experience:

Allegis Group (Aug 2015 – Dec 2016) — Manager, Life Science; led 11 consultants; Top No. 2 sales biller in China FY2016; Best Trainer Asia

Hays Recruitment (Jul 2009 – Jun 2015) — Team Manager, Life Science, Led 8 consultants; Best Team APAC FY2015,Top 2 biller in China FY2015; Top 3 biller FY2014; System Trainer & Sales Trainer

Top Industries Using Recruitment Service in China

Industry	Share of Job Listings
Internet / Gaming / AI	23.03%
Pharmaceutical / Healthcare	18.25%
Automotive / Machinery / Manufacturing	11.67%
Electronics / Telecom / Hardware	10.30%
Consumer Goods	8.13%
Energy / Chemicals / Environmental	6.76%
Financial Services	6.04%
Others	15.82%

Data from Liepin.com and Zhaopin.com

which are two biggest job recruitment website in China, Talent report 2023-2024

Executive Search Market in China — Key Data at a Glance

Item	China Market %	Source / Note
Overall recruitment service usage	8% of all hires; 48.3% for roles above RMB 500K	Low overall penetration, high reliance at senior levels, Zhaopin 2024 Talent Report
Healthcare/pharma recruitment service usage	43.50%	Zhaopin 2024 Pharma Talent Report
Retained share of market	25% of executive search projects	Industry association data; concentrated only in C-suite/VP roles
Retained share within healthcare	38% of executive search projects	Estimated 35-40%, Higher than overall executive market
Recruitment usage: MNCs vs. local company	MNCs 70-80%; local Company ~20%	Historical data (2022); local company usage is rising fast in overseas market
Retained usage: MNCs vs. local company	MNCs significantly higher	MNCs more open to retained; local firms still contingency-led

Heawie Current Executive Search Business

Clients

Company	Multinational	Local Chinese
Clients	55%	45%

Executive Search

Item/Year	2023	2024	2025
Retain Search Revenue /Company Revenue	55%	53%	44%
Retain Search Average Fee (RMB)	190K	170K	200K

Systems & Tools

- **Gllue CRM System** — our proprietary candidate and client management system
- **Liepin, LinkedIn, 51 Jobs, Boss etc** — for talent mapping and candidate outreach
- **Other recruitment platforms** — supplementary sourcing channels, wechat groups

Executive Search Business Teams

Basis for setting industry standard rates

Typically set at **25%** to **30%** of the candidate's estimated annual salary, with specific fees dynamically adjusted based on position difficulty, talent scarcity, and project urgency.

Models of Three Payment Modes

The "1/3+1/3+1/3" model charges approximately 33% of the fee at contract signing, interview scheduling, and candidate onboarding respectively

Two payment models

The "1/2+1/2" model collects 50% upfront at contract signing to cover initial search costs and 50% upon candidate onboarding

Executive Search Process

Client Briefing & Target Setting (Week 1)

- Client meeting to understand hiring needs
- Define target companies and target talent profiles

Market Research & Talent Mapping (Week 1–2)
Candidate Screening & Evaluation (Week 2-4 onwards)

- Systematic mapping of target companies and talent pools
- Prepare search report
- CV screening and consultant interviews
- Professional competence & psychological assessment

Shortlist Presentation & Interview (Week 3–8)

- Submit formal recommendation reports
- Arrange client interviews and feedback

Offer & Onboarding (Week 8–12)

- Offer negotiation and acceptance
- Onboarding follow-up

Quality Assurance and Performance Control

Core Key Performance Indicator System

- Establish a quantitative assessment system covering weekly contacts, weekly consultant interviews, bi-weekly formal recommendation reports, and client-side interview arrangements to ensure search efficiency and recommendation quality are controllable and traceable.

Candidate guarantee period and supplementary search

- The guarantee period is generally set as the candidate's probation period; if the candidate resigns due to their own reasons during this period, we will provide supplementary search services as agreed in the contract.

Full process quality audit mechanism

- Implement milestone audits at each stage, establish a client feedback loop, conduct background checks prior to shortlist submission to build a standardized quality control system covering the entire process.

Successful Case-Recruitment

Retained Recruitment : Year 2024-2025

- Medical VP APAC- AI Biotech
- Business unit VP – AI Biotech
- APAC Marketing Head-Medical Device
- APAC President- Medical Tech
- Government Affairs VP- Medical Tech
- CFO China –Biotech
- Finance Controller- Medical Tech
- CMC Director –BioPharma
- Global Project Management Director-Biopharma
- Formulation Chief Scientist –Biopharma
- Chief Architect- Medical Tech
- etc

Contingency Recruitment : Year 2024-2025

- Production Manager- Medical Tech
- Marketing Manager- Medical Tech
- New Product Planning Manager -Pharmacy
- Medical Affairs Manager -Pharmacy
- Clinical Affairs Manager –Biotech
- Sales Operation Manager- Medical Tech
- Senior /Product Manager –Biotech
- Regional/District Sales Manager - Medical Tech
- Training Director/Manager- Pharmacy
- etc

Heawie Company Strategic Objectives: Leadership & Diversification

Core Focus: Cementing Healthcare Leadership

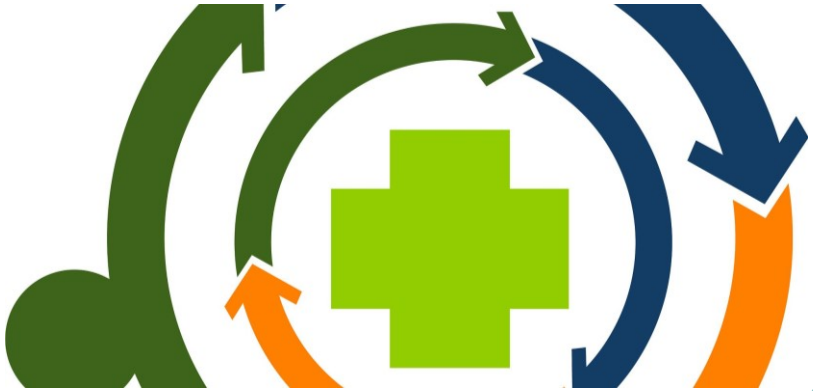
Heawie deepens expertise in healthcare and life sciences, leveraging **10+ years** of industry relationships, **50+** Asia-Pacific clients, and full-function coverage. We maintain trusted retained search partner status across biopharmaceuticals, medical devices, and diagnostics.

Growth Vision: Selective Diversification

Where capacity allows, we selectively expand into new verticals through IESF's **15 industry practices** and global partner network. Each opportunity is evaluated against market potential and partner synergy.

Guiding Principle: Focus, Not Fragmentation

Healthcare remains our core; diversification is incremental, not transformative. Every new industry must satisfy three criteria: **market demand**, **partner support**, and **internal capability**. Disciplined growth preserves the foundation of our strength.



Healthcare continuity & strategic balance

Why IESF: Strategic Alignment & Core Value

Retained Search DNA

Shared commitment to quality-driven partnerships: IESF's global retained executive search focus × Heawie's **¥190K–200K** average fee, **80%** clients exceeding 7 years

¥190K-200K	80%
Avg. Fee	7+ Year Clients

Global Network × Local Depth

IESF **25 countries / 50 offices** topology → Heawie **50+ APAC clients**; cross-border coverage enabling Chinese biopharma overseas expansion

25/50	50+
Countries/Offices	APAC Clients

Biopharma Globalization

Domestic growth trajectory demands local market support; IESF infrastructure directly addresses client need for **on-ground expertise** in target markets

Domestic biopharma → Global expansion pipeline

Cycle Resilience Beyond Healthcare

IESF's **15 industry practices** provide diversification hedge against market volatility—disciplined expansion without diluting core medical strength

15	Core+
Industry Practices	Disciplined Growth

Global Resources × Local Depth | Scalable access, anchored execution

AI生成

Thank You

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