

CASE STUDY

BUILDING A TECH HUB

Information Technology



Manpower®



INDUSTRY

Legal Technology

COUNTRY

USA

CLIENT INTRODUCTION

Founded in Melbourne and now headquartered in New York, our client is a global legal technology company establishing its first Technology Hub in Vietnam. The company needed to build a senior technical team while managing demanding hiring standards, tight timelines, and budget constraints.

KEY RESULTS



60%

Of the local team introduced by Manpower Vietnam



30

Targeted profiles in the first week

13

Senior IT roles supported

Expanded

Partnership beyond headhunting and permanent recruitment

CONTEXT

The client needed support to:

- Build its first Technology Hub in Vietnam.
- Recruit 13 senior IT professionals with advanced technical and English skills.
- Reach a limited pool of candidates with relevant industry experience.
- Compete for talent despite low employer brand awareness.
- Balance hiring quality, speed, and budget discipline.

SOLUTIONS

HEADHUNTING SERVICES

- Mobilized the full technology recruitment team in Ho Chi Minh City.
- Targeted talent from companies with comparable industry standards.
- Provided market insights and candidate engagement advice.
- Supported employer positioning in the local talent market.
- Managed focused headhunting, screening, and offer support.

EMPLOYER BRAND ACTIVATION

Manpower mobilized its consultants' professional networks to build employer visibility and engage senior IT talent in Vietnam.

"Employer branding is not optional when building a team in a new market. It shapes whether the right candidates will engage at all. By activating our consultants' professional networks, we help clients earn visibility and credibility beyond the formal recruitment scope."

IT Recruitment Manager, Manpower Vietnam

CLIENT FEEDBACK



4.9/5



"Manpower consistently provides quality candidates, with over 60% progressing to interviews. The team responds within 10 minutes, communicates proactively, and offers excellent replacement support, ensuring continuity throughout the hiring process."

Feedback collected through Manpower Vietnam's Quarterly NPS Program.

WHY MANPOWER VIETNAM?

12+

Offices & hubs
across Vietnam

600+

Expat professionals
relocated annually

130+

Industry-specialized
consultants nationwide

WANT TO BUILD TECH OPERATIONS?

New to Vietnam? Manpower activates its professional networks to strengthen employer visibility, engage senior IT talent, and turn an unfamiliar brand into a credible career choice.

[EXPLORE IT RECRUITMENT](#)



ABOUT MANPOWER VIETNAM

Backed by 78+ years of global expertise and 18+ years in Vietnam, Manpower helps organizations solve workforce challenges and achieve sustainable growth.