

2025.1

# BRIDGING ASIA, EMPOWERING PEOPLE

Your partner for Career & Life

Presented by  
JULIENE KIM (BIENE)





# GREETINGS!

I believe that genuine opportunities arise when  
**people connect across borders and cultural barriers.**

**A company** is composed of  
various teams and departments, each brought to life  
**by the people** within them.

While it may seem self-evident,  
isn't a company's trajectory ultimately guided by the  
synergy of its **people as an organic collective**?

When individual strengths are harmonized with  
organizational cohesion, the organization truly thrives.

**Bridging Asia, Empowering People**

We will grow together and shape a new future.



Founder & CEO

**Jieu Kim (Juliene)**

**Edu: KyungHee Univ. Political Sciences BA & MA Degree**

**Exp: Current. BIENE Founder & CEO**

**Nasdaq listed IT Company / Asia HR Director (JAPAC+India)**

**Semiconductor Industry / Global HR (KR/JP/US/EU)**

**European Luxury Brand / Asia HR (KR/JP/CN/SG/Malay)**

**En group / Recruitment Team Manager (Nikkei desk/ HR&GA)**

**SaraminHR / Recruitment Team Manager (Global MNC)**

**Education Consulting Firm / Japanese Education**

**National Assembly of Korea / Assistant & Internship**

**Etc: International Finance(FX/SWAP/Futures), Tax&Accounting**

**Lang: Korean, English, Japanese**

**(Exchange student at UK Oxford/Japan Nihon Univ/Norway  
Oslo Univ)**





# History

## Experience as an Asia HR Leader

Recognized as a trusted business partner by internal decision-makers and stakeholders, earning their confidence and support.

In 2022, appointed as the sole female leader in the Asia region, highlighting a commitment to leadership diversity and excellence.

## Asia Recruitment

As a corporate HR professional, expanded recruitment efforts beyond Korea to directly source talent in Japan, Singapore, and Malaysia.

## Cross-Border Recruitment

Successfully recruited top-tier technical engineers from overseas, contributing to the enhancement of business quality and performance.

## Japan (Nikkei) Desk

Joined a EN group and managed recruitment for publicly listed Japanese companies. Notably, I was the only non-Japanese professional to oversee the Nikkei desk, demonstrating exceptional adaptability and expertise in the Japanese market.

2023

## BIENE

Founded a recruitment and consulting service provider intending to be a trusted partner for sustainable talent acquisition and knowledge exchange.

2021

## Global Recruitment

From Asia to US/Europe, based on corporate needs, conducting market analysis and diversifying channels to source the best talent.

2019

## Various Industry

Built extensive knowledge for diverse roles by networking with professionals across industries, adapting to rapidly changing environments.

2015

2014

## Scope of Job Coverage

Sales & Marketing  
HR/GA & Finance  
IT/R&D technical engineers  
Professional/Specialist (Lawyer/etc)

2009

## Started Recruitment

Started in 2009 as a recruitment consultant, managing campus recruiting and in-house recruitment. Promoted & Received performance awards for exceptional achievements.

START





# WHAT WE CAN OFFER

## RECRUITMENT

---

Specialized **Hiring across Asia**, from **entry-level to executives**

Provided **end-to-end services**: job analysis, market research, candidate matching, and salary negotiations

Ensured **cost-effective, successful placements**

**Distinctive reference-check service** for enhancing hiring decision

## ASIA EXPERT

---

Specialized in **corporate analysis** and change **strategies** for the **Asian market, including Japan**  
비즈니스(@BizInSa(ram))

Proposed **performance-driven strategies** for organizational culture, employee retention, and growth through **case studies**.

**Developed HR strategy guides** with benchmarking insights, highlighting key parallels and distinctions with Korea.

## BRANDING

---

**Customized Benefit Programs** for Employee Management and Branding: Pilates, meditation, AI utilization, image consulting, and communication training.

**Recruitment Branding**  
Enhanced corporate image to attract top talent

**Personal Branding**  
Supported employees in building their brand through writing and career development.

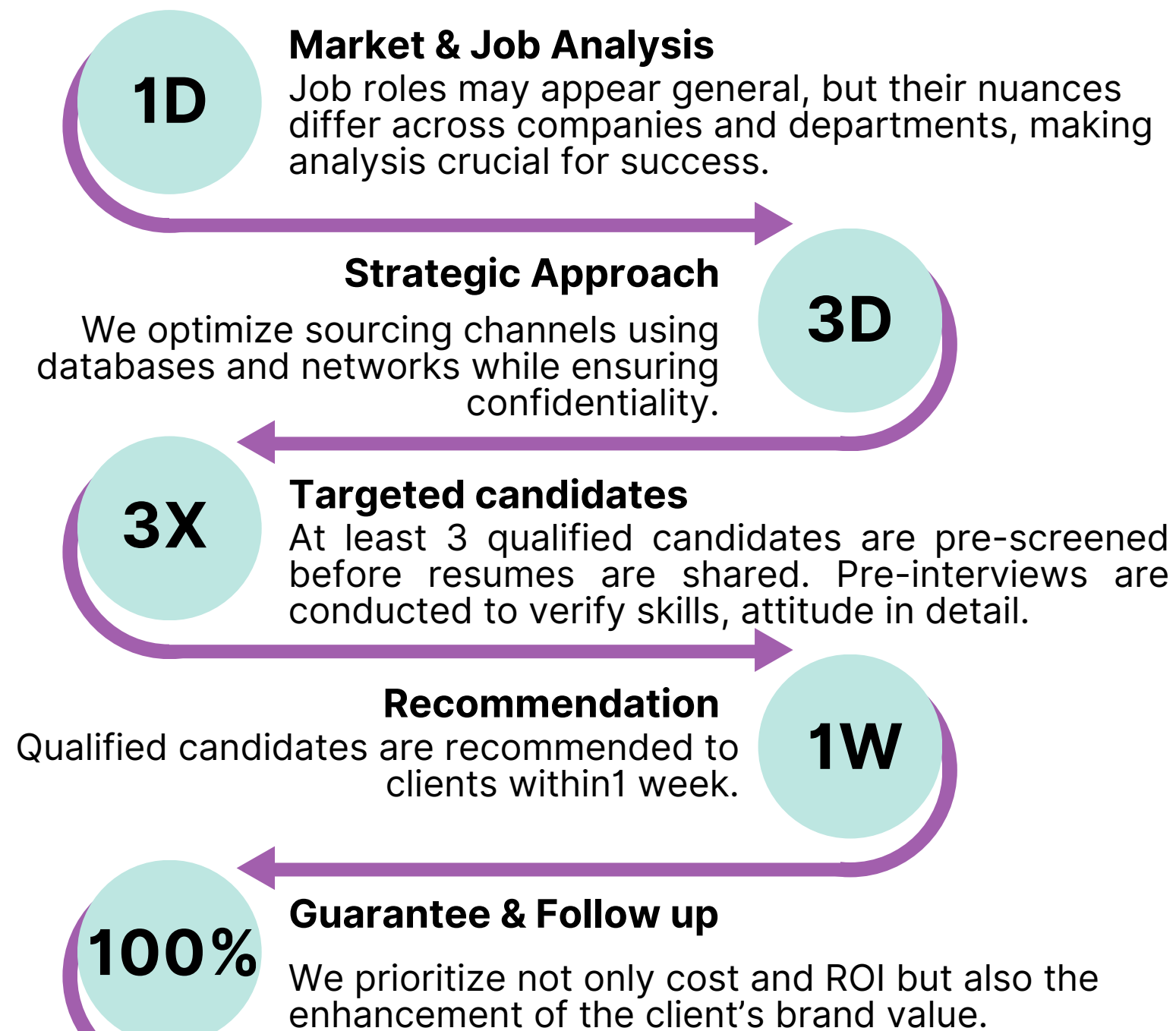




# Recruitment Solution

Customized recruitment solutions for optimized talent acquisition against automation.





We're the ONE for your business!

# Let us make your hiring smarter and more efficient.

## Smart Recruitment Solutions

Recruitment demands significant time, effort, and cost. Even with dedicated hiring staff, the visibility of your company's name may limit the candidate pool, making it challenging to find diverse talent. Our solution streamlines and enhances your recruitment process.

- Time-Saving
  - Streamlined job board selection and posting
  - Resume screening and candidate notification management
  - Interview scheduling and attendance tracking
  - Salary and timeline negotiations
- Cost-Saving
  - Eliminates wasteful expenses with optimized job postings
  - Tracks talent pre-onboarding and during the first 3 months
  - Supports candidate retention or replacement hiring if necessary

**"RIGHT HIRING BRINGS YOU MORE BENEFITS THAN EVER"**



# Track Record summary



84%

## Proven Recruitment Success

84% of our recommended candidates are invited to first-round interviews, more than double the industry average.



91%

## Client Profile

91% of our clients are new in other Asia market. Expanding into Asia for the first time? With us, you're in good hands!



67%

## Global Expansion (Asia)

Achieved a 67% success rate in recommending Asia talent. Extensive hands-on experience in recruiting diverse talent is assets to win.



95%

## Consistent Referrals and Recommendations

95% of our clients return with repeat hiring requests, built on trust and proven results.



# EXPERTIES

<b>IT/Tech/tel</b>	Engineers(SW/HW/QA/AI/DS), Sales, PL/PM, Technical Writer, Marketing, HR, Finance, Admin
<b>Consumer/Retail</b>	Sales & Marketing, Key-holder, Inventory, HR, SCM, Finance (Taxation), on-off trade, etc.
<b>Chemical /R&amp;D</b>	Engineers(Research/Field/Service/ HW/SW/DB), HR, Admin, Finance, Safety, Compliance, etc.
<b>Professional</b>	CEO, CFO, CTO, CMO, CIO, CSO, in-house lawyer, Auditor, and other professionals.

Proven track records  
available upon requests





# REFERENCE CHECK SERVICES

- Important Notes
- Verification scope is determined in advance.
  - Additional costs may apply for overseas education or career verification (varies by region).
  - Discounts can be negotiated for multiple candidates.
  - Pricing is adjustable based on custom requests, including non-designated references, additional interviews, and professional certifications.

## Service Features

### 1. Top-Level Security by Experts

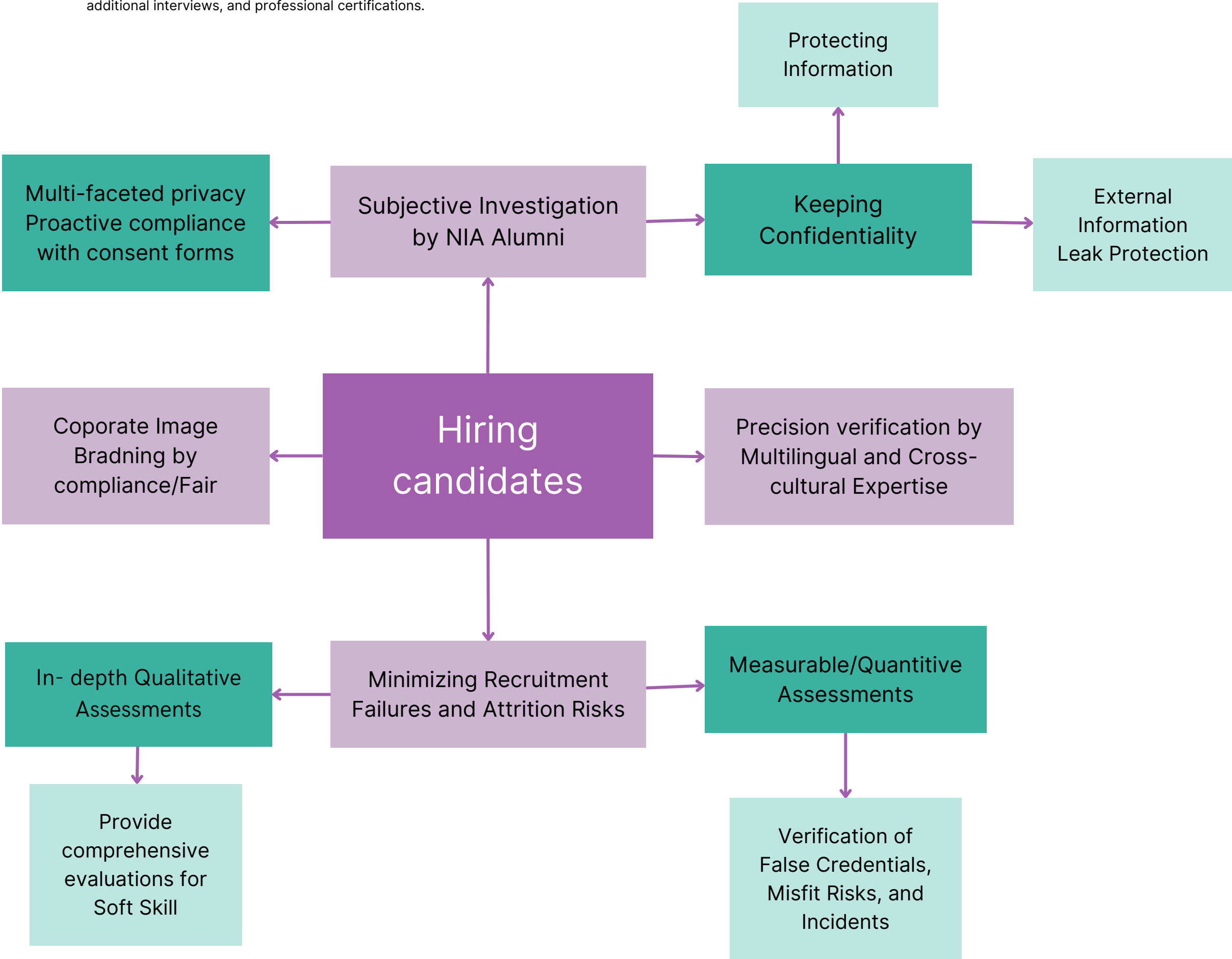
- Designed by National Intelligence Agency Alumni: Security processes managed by experts to ensure maximum protection for candidate and company information.
- Strict Confidentiality: Prevents leaks of sensitive data, including employment details and reputation materials.

### 2. In-Depth, Multi-Angle Verification

- Education and Career: Thorough validation of degrees, certifications, and training from domestic and international institutions.
- Reputation Checks: Comprehensive reviews from past and current supervisors, colleagues, and additional non-designated references.
- Global Verification: Collaboration with overseas branches and local partners for candidates with international work or residency experience.

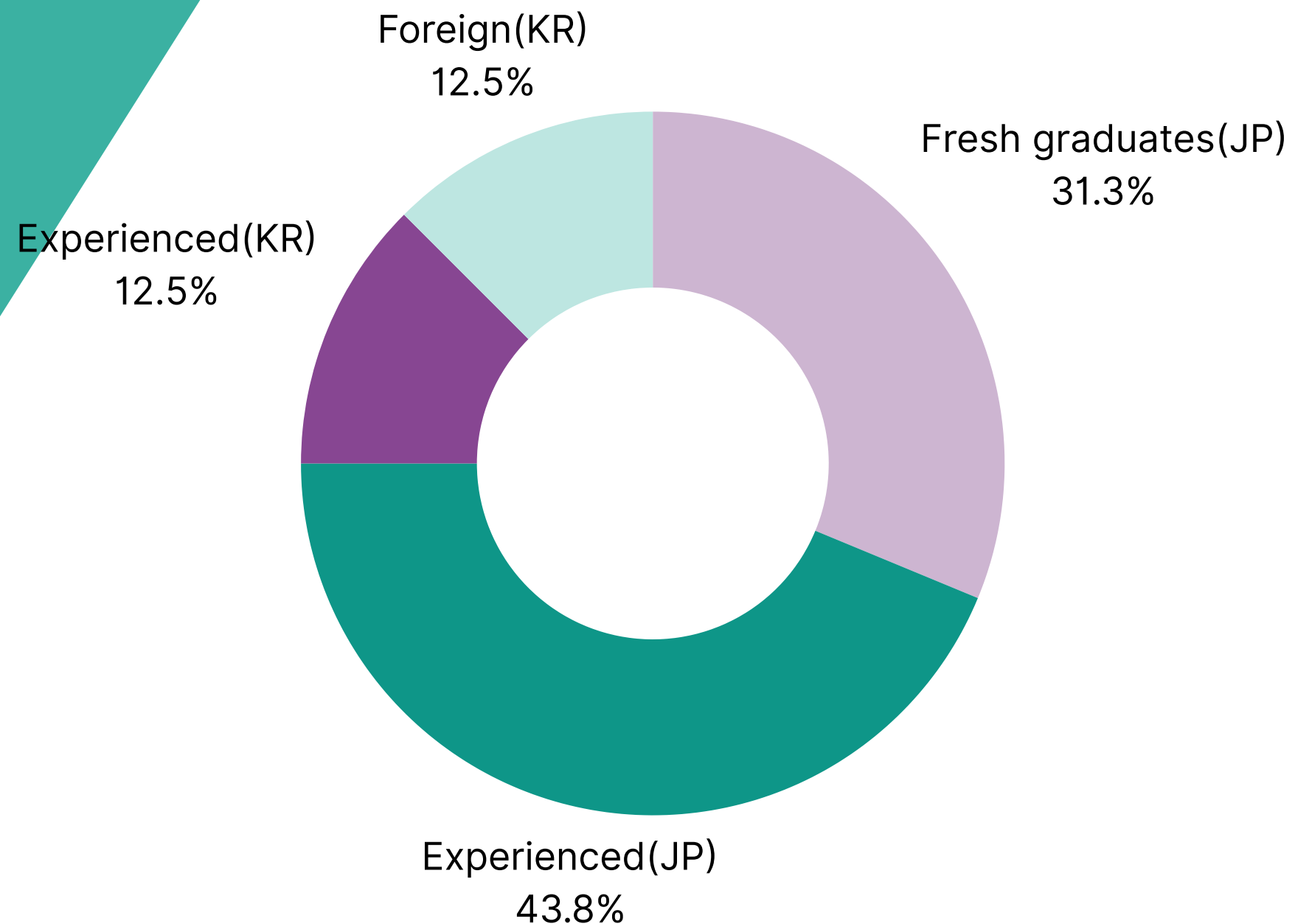
### 3. Credible and Actionable Reports

- Tailored insights for each position, covering organizational fit and leadership evaluation.
- Quantitative and qualitative reports designed for immediate business decision-making.





# RECORD OF 2024 & TARGET IN 2025



## BIENE's Journey and Vision

Founded in 2024,  
BIENE embarked on a unique path in the recruitment market.

In 2024, BIENE specialized in niche markets, focusing on:

- Recruitment for Korean companies newly entering/operating Asia
- Hiring foreign talent within Korea.

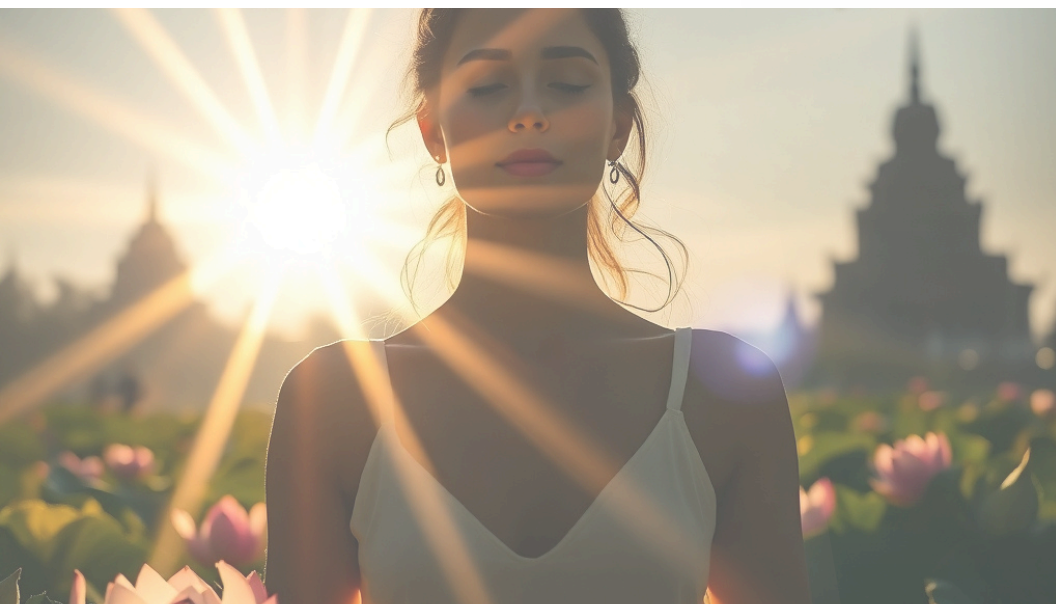
In 2025, BIENE introduces enhanced services to your success:

- Enhanced Recruitment Services: As always!
- Corporate Transformation Strategy Lectures: Insights from case studies of global companies(survival strategies).
- Reputation Verification Services: Led by experts with National Intelligence Agency experience.
- Presentation and Speech Branding Workshops: Conducted by former journalists and communication specialists.
- Image Consulting: Guided by personal color analysis and etc.

We are committed to helping your company recruit and retain top-tier talent through our comprehensive, strengthened services.

In a time filled with uncertainty, BIENE transforms challenges into opportunities, ensuring the recruitment of the most qualified and culturally fit candidates for your growth.





# WORKSHOP & BRANDING

Facilitate seamless mutual understanding to enhance teamwork and strengthen organizational branding



## CONSULTING

01

Specialized Corporate Analysis and Survival Strategies for the Asian Market, Including Japan

## BRANDING

02

Strategies for Addressing Workforce Decline, Enhancing Organizational Culture, and Improving Employee Retention

Recruitment Branding: Strengthening Corporate Image to Attract Top Talent

Personal Branding: Supporting Career Growth through Writing and Image Building

Sustainability Branding

## LECTURES

03

ESG/SDGs Implementation Strategies for SMEs

Employee Development and Stress Relief Programs

Programs Offered: Pilates, Yoga, Meditation, Personal Branding, and Speech Training.

Speech, Writing, and Presentation Training by Former Journalists

## ASIA POLICY

04

Efficient Regional Expansion Strategies: Lessons from Japan

Guidelines for crafting job postings and employment standards tailored to each country.

Interview Guideline Questions to Avoid, Should Check

Retention Strategies through Cultural Understanding

Extensive Network Connecting global talent across Asia, the US, and Europe.

# CONSULTING BY EXPERTS' COLLABORATION

Empowering Growth through Collaboration, Communication, and Sustainability

We support the growth of both individuals and businesses by fostering the values of cooperation, communication, and sustainability.

Through our YouTube channel and blog (BizInPsy), we share insights under the theme "Business Lessons with ABC", focusing on:

- A: Management Strategies
- B: Branding
- C: Corporate Analysis

As a company dedicated to Bridging Asia and Empowering People, we strive to ensure our clients' business success and foster sustainable personal growth.





**감사합니다!**

# For inquiries, contact us.

## Email

[recruit@biene.kr](mailto:recruit@biene.kr)

## Website

[www.biene.kr](http://www.biene.kr)

## Call us

+82-2-2226-7217