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## Video holds “untapped potential” for executive recruitment industry

By ceoworldwide on February 17, 2017 in Recruitment

CEO Worldwide launches new tool for senior level search

Executive recruiters should take inspiration from their clients by applying technology to enhance services and reduce costs. That’s the verdict from Patrick Mataix, Founder & CEO of CEO Worldwide, the international executive recruitment specialist.

The co-founder and former COO of VistaPrint believes: “The recruitment industry is yet to truly match the innovation of its clients. Video, in particular, represents a significant area of untapped potential.”

Patrick’s comments coincide with the launch of iCEO Studio Video, a new tool that enables CXOs to create video CVs and business case studies and share them via CEO Worldwide’s International Executive Search Engine and International Exec YouTube Channel.

The intuitive, easy to use platform is available free of charge to certified iCEOs and allows international users to promote their professional credentials in a dynamic way to global businesses. Employers get a valuable first impression of potential hires, including their experience, achievements and insights across business critical topics in multiple sectors.

While this knowledge sharing approach may be an unfamiliar concept for executive recruitment, Patrick believes the industry is making positive efforts to use video to reduce the reliance on expensive and time consuming face-to-face interviews.

“Video allows candidates to ‘get in front of’ employers early on, complementing, rather than replacing traditional interviews,” says Patrick. “It is especially useful for international, cross-border placements in which video CVs and remote conferencing can dramatically speed up the process while increasing the pool of potential talent.”

CEO Worldwide recently published a damning report on executive search, calling for outdated, overpriced models to be replaced by flexible service and transparent, competitive fee structures.

The report is available here or at [resources.ceo-worldwide.com/c-level-guide](http://resources.ceo-worldwide.com/c-level-guide):

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Since 2001 CEO Worldwide has certified 17000 international top executives (iCEOs) and managed 1,053 executive search mandates in more than 70 countries, including executive consulting, interim management and C-level permanent recruitment.

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