

GLOBAL TALENT UPDATE

FRONTLINE ANALYSIS BY THE **MRINETWORK** TEAM OF TALENT ADVISORS

January 2021

“More than ever before, business leaders around the globe must demonstrate stability, optimism, and creative thinking in order to continue growing their people and their businesses. To guide our clients through the ever-evolving World of Work, we are committed to becoming their total talent access partners, embracing both permanent placement and contract staffing, so that we can effectively support them as they navigate a rapidly shifting landscape.”

Bert Miller, President & CEO, MRINetwork

EMEA

Tech Target (Nasdaq: TTGT), a global leader in B2B technology purchase intent data and services, recently announced the 2021 EMEA winners of the Archer Awards, the company’s annual awards program that recognizes customers for data-driven marketing and sales excellence. This year’s winners come from a diverse group of top enterprise technology companies and are driving significant results in their region with advanced strategies and tactics that leverage the power of real purchase intent data and services. The winning companies include:

Priority Engine™ Marketer of the Year, Malwarebytes;
Digital Team of the Year, Cato Networks; **Best Sales Program**, Proofpoint; **Best Sales Campaign**, RingCentral;

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RECENT MRINETWORK ANALYSIS

“We spent months waiting for a post-pandemic world, before realizing that there’s no such thing — that instead we need to be open minded and invested in building a new pandemic-sensitive one. As vaccines are rolled out, the economy responds, and business analytics start to reveal the real impacts of the last year on productivity and employee well being, we can be sure that our ways of conducting business will continue to evolve.”

Joe Mullings
Chief Vision Officer, MRI

Best Integrated Program, Red Hat; **Best Demand Generation Program**, Extreme Networks; **Best Channel Enablement Campaign**, CDW; **Best Advertising Program**, Darktrace and Transmission; **Best ABM Program**, Dell Technologies and MediaCom.

According to Tech Target, these companies “are using purchase intent data to power intelligent campaigns that engage the right accounts and prospects to drive better business outcomes for their organizations.” Read the full account at [TechTarget Announces 2021 Archer Award Winners for Data-Driven Marketing & Sales Excellence in EMEA | Business Wire](#).

ASIA PACIFIC

Marriott International plans to open about 100 properties in the Asia-Pacific region in 2021, after 75 Marriott-branded hotels opened in the region in 2020, the company announced. The company surpassed 800 hotels in Asia-Pacific last year and added nearly 27,000 rooms to the region's development pipeline.

Greater China has led the global recovery from the coronavirus pandemic and continues to do so, particularly in mainland China, where Marriott's third-quarter leisure bookings were up 25 percent year over year, according to the company. The 400th Marriott hotel in Greater China will be the JW Marriott Fengxian, expected to open in spring 2021. Additional openings this year planned for mainland China include the W Changsha, W Xiamen, St. Regis Qingdao, Sheraton Mianyang, Westin Nanjing Resort & Spa, and the Ritz-Carlton Reserve Jiuzhaigou.

Outside of Greater China, anticipated 2021 openings include the W Melbourne and the Luxury Collection's The Tasman in Hobart, Australia; the JW Marriott Jeju in South Korea; a Westin in Goa, India; and the W Osaka, as well as six additional Fairfield by Marriott hotels throughout Japan. [Marriott Plans to Open Nearly 100 Properties in Asia-Pacific in 2021 | Business Travel News](#)

THE AMERICAS

NOTABLE INTERNATIONAL EVENTS

- FPT Software has set up its first international production centre in **Costa Rica**, its 52nd office in 25 countries and territories. With advantages in geography and human resources, the centre is expected to play an important role in ensuring round-the-clock operations in service of US clients. FPT Software posted annual growth of nearly 12 percent last year in the US and signed a contract worth nearly 150 million USD with an automobile manufacturer. Read the full article at [FPT Software sets up first international production centre in Costa Rica | Sci-Tech | Vietnam+ \(VietnamPlus\)](#).
- The **Taiwanese** multinational hardware and electronics company, Acer unveiled five new workstations focused on schools, comprising four Chromebooks and a Windows convertible. Two of the Chromebooks are Intel-based convertibles, with screens that turn around to transform them into PCs, while the other units are designed to a more customary plan. All five laptops are designed to be durable, with spill-resistant keyboards and components tested to military durability standards. Read the full article at [Four Chromebooks and a Windows convertible launched by Acer \(centralamericanews.net\)](#).
- **Germany's** Cabinet on Wednesday approved legislation that will require large companies to put at least one woman on their management boards. The bill calls for companies with more than 2,000 employees that are listed on

General Motors plans to spend \$800 million to turn a Canadian SUV plant into one that will make electric delivery vans. Work on the plant, which is in Ingersoll, Ontario, will start immediately and take two years. The plant currently makes Chevrolet Equinox SUVs.

The electric delivery vans are part of GM's new venture BrightDrop, which is building electric vehicles for delivery companies. The growth of online shopping has increased demand for electric vans as delivery companies look for cleaner vehicles to deliver packages.

BrightDrop's first customer is FedEx, which will begin receiving GM's EV600 electric vans later this year. Via US News & World Report. [GM to Build Electric Delivery Vans in Canada | Business News | US News](#)

the stock exchange and have boards with over three members to have at least one woman and at least one man on those boards. The Justice Ministry said that will apply to around 70 companies some 30 of which currently have no women on their boards. Read the full article at [Germany: Big companies must put women on management boards companies companies woman companies women | The Independent.](#)

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