

TECH & DIGITAL MARKETING RECRUITMENT



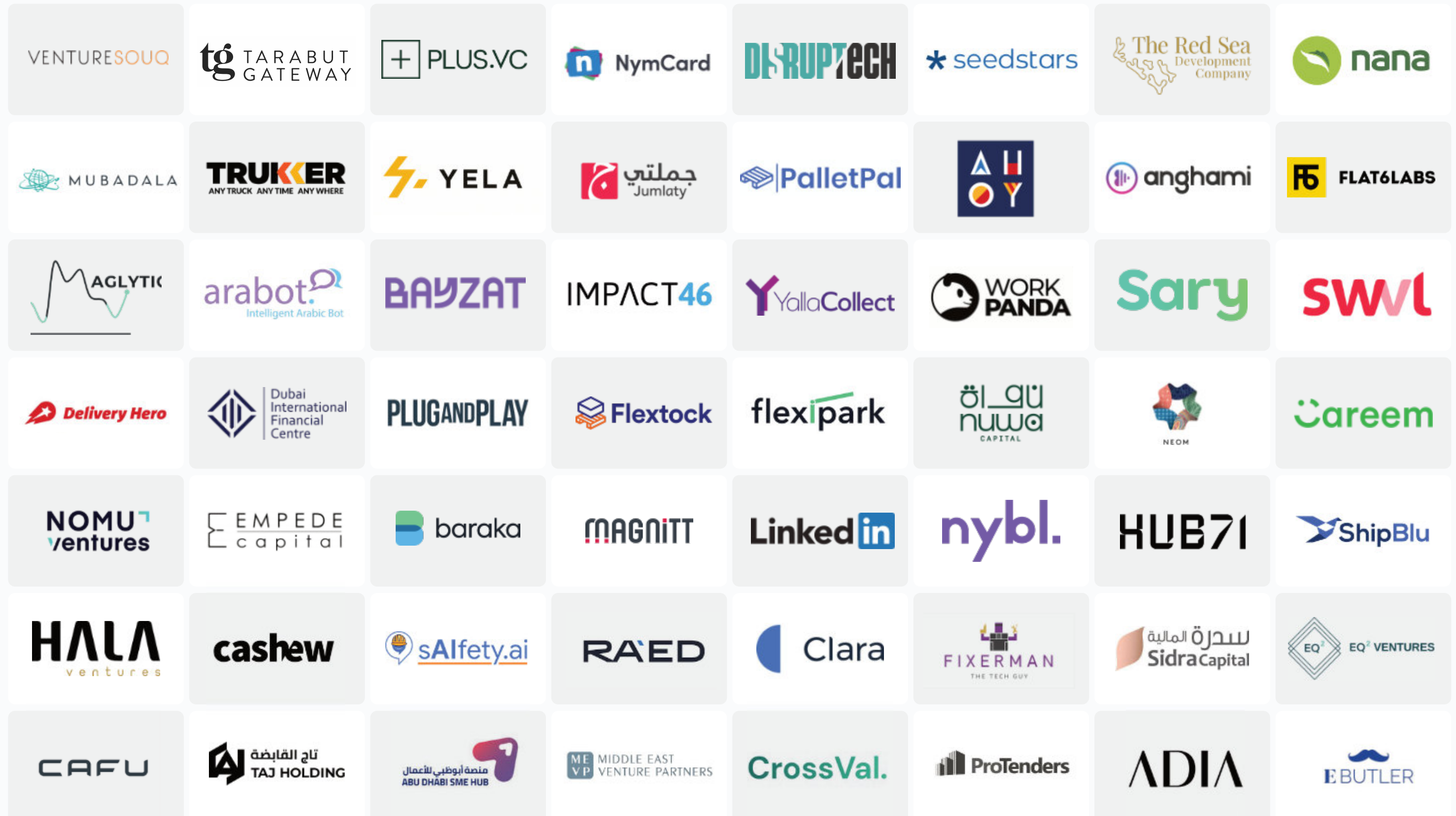


“The **future** belongs to those who can imagine it, design it, and execute it. It isn’t something you await, but rather **create**.”

His Royal Highness Sheikh Mohammed Bin Rashid Al Maktoum
– Vice President and Prime Minister of the United Arab Emirates,
Minister of Defence and the Ruler of the Emirate of Dubai.



WASTA CONNECTS THOUSANDS OF APPLICANTS WITH TOP EMPLOYERS





“Wasta Talent are a **reliable,**
knowledgeable and
trustworthy firm that has
helped us source top talent
from across the globe.”

Dharmesh Harji

**Hori—
zontal**
Digital



Company Mission

Wasta Talent is dedicated to revolutionizing recruitment in the Middle East, focusing on aligning exceptional talent with the region's evolving business needs in key sectors like technology and digital marketing.

Our mission is to exceed client expectations by providing tailored, strategic recruitment solutions, underpinned by our extensive global network and deep regional expertise. We prioritize integrity, cultural sensitivity, and personalized service, building lasting relationships based on trust.

More than just a headhunting firm, we are committed partners in our clients' growth, contributing not only to their success but also to the advancement of the Middle Eastern talent landscape.



Introduction

The Middle East's vision for the next 20 years, particularly for Gulf Cooperation Council (GCC) countries, is centered around a significant transformation of their economies with a strong emphasis on technological advancement, diversification, and attracting global talent.

IT spending in the Middle East and North Africa (MENA) region is forecasted to total \$183.8 billion in 2024, marking a 4% increase from the \$176.8 billion in 2023. This growth reflects the region's ongoing investment in digital transformation and technology sector development.

This growth is part of the region's efforts to achieve its Vision goals, which include Saudi Arabia's Vision 2030, Bahrain and Qatar's Vision 2030, Kuwait's Vision 2035, Oman's Vision 2040, and the UAE's Vision 2071. The region is actively seeking talent from across the globe to fill the existing skill gap and drive technological advancement.

Bridging the Gap

Wasta Talent is pivotal in the Middle East, as the region is witnessing a technology boom with IT spending expected to reach \$183.8 billion in 2024, a clear indicator of its rapid economic growth. As sectors like technology, renewable energy, and finance expand, the demand for specialized skills surges.

In the Middle East, the fight for talent is intensifying as businesses across the region compete to attract and retain top professionals, especially in burgeoning sectors like technology and digital marketing. This competition is fuelled by rapid economic diversification and the push towards innovative, knowledge-based economies, making the acquisition of skilled talent a critical priority for the region's growth and global competitiveness.

Having over 10 years' experience in this region we bring unparalleled local expertise blended with a global reach. We are a truly global company by having recruitment teams strategically located in UAE, UK, India, Philippines, and South Africa; this helps us leverage a vast network of skilled professionals.

We stand out with our deep understanding of the region's unique cultural and regulatory landscapes, ensuring seamless, compliant hiring processes. Our agility in adapting to market needs, whether it's staffing large-scale projects or identifying key corporate roles, coupled with our personalized approach, positions us as the go-to partner for companies seeking strategic, efficient recruitment solutions in this rapidly evolving market.

Most Active MENA Cities

MENA ECOSYSTEM
VALUED OVER
\$80bn



FOCUS MARKETS

OPPORTUNISTIC

MICRO HUBS

Our Core recruitment sectors



Product

- Service Delivery Managers
- Product Owners
- UI/UX Designer
- Digital Business Analyst



Digital

- Marketing Strategy
- Branding and Strategy
- Ad Campaigns
- Graphic Design



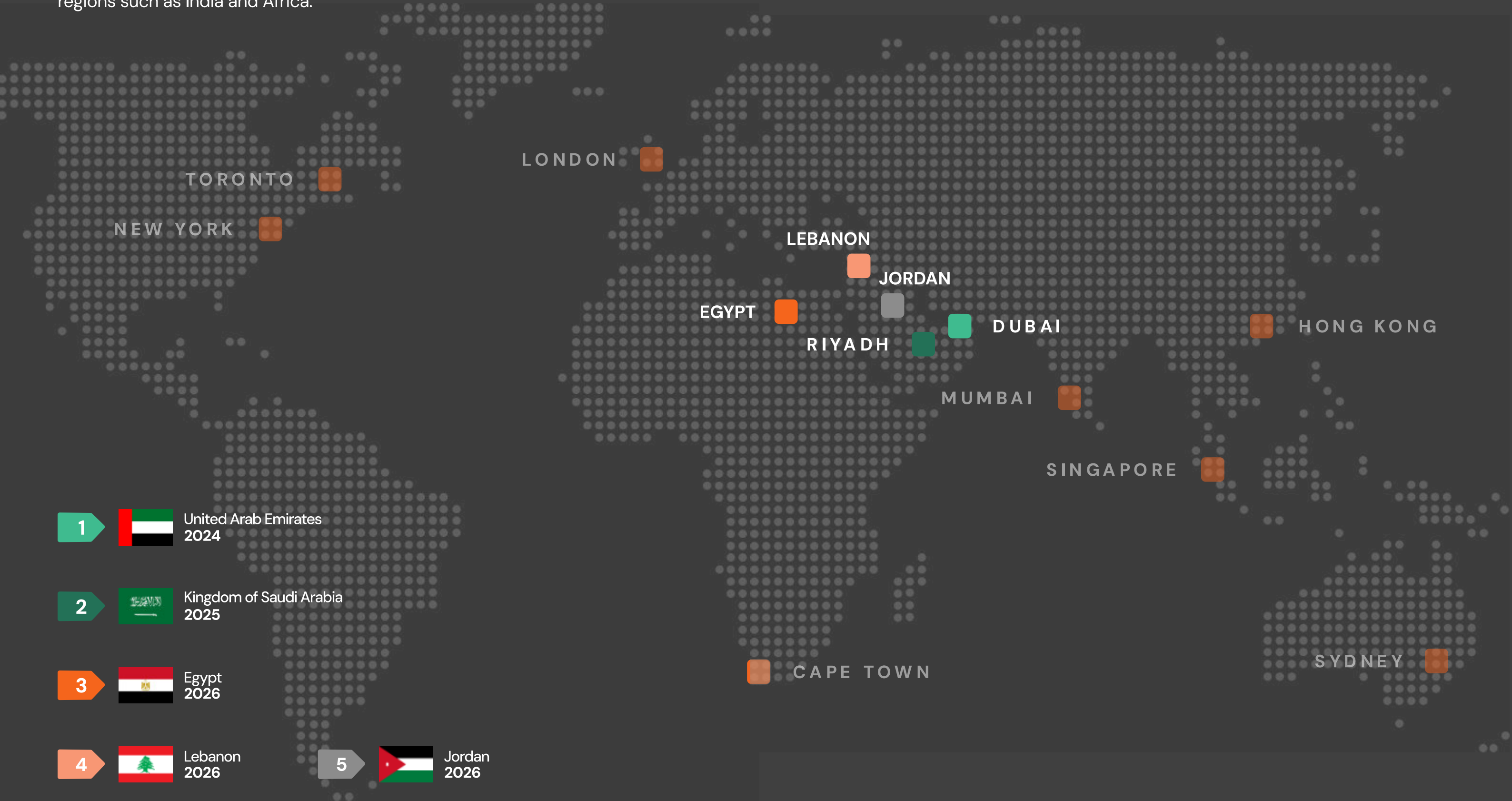
Software

- Front-end Engineers
- Back-end Engineers
- QA Testers
- Technical Leads



Where does Wasta operate?

In 2024, we plan to focus on United Arab Emirates, Kingdom Saudi Arabia and Egypt and will expand to Lebanon, and Jordan. Our long-term aspiration (2026) is to move into high growth regions such as India and Africa.



Hire world leading talent.



Unparalleled Knowledge

We have over 10+ years of industry experience.

Uncompromised Quality

We go above and beyond to source suitable candidates aligned to your needs.

Beyond the Resume

Senior managers cum headhunters. We prequalify technical competence.

Hire with Integrity

We take a partnership approach, and take responsibility and accountability for our work.

Quality is Everything

We bring world-leading talent to you, first time round.

Innovative Thinking

Novel approaches to problems. We bring ideas to the table.



99

"Our vision is a strong, thriving, and stable Saudi Arabia that provides opportunity for all."

His Royal Highness Prince Mohammed bin Salman Al Saud
– Crown Prince, Deputy Prime Minister, and Chairman of the Council of Economic and Development Affairs

UNPARALLELED SUPPORT.

Ensuring a seamless
experience.



Reliable

We take away all the hard work and make processes as simple as possible.



Trustworthy

We provide a platform which allows you to complete the entire hiring process – from start to finish. Our integrated approach is convenient, organised and efficient.



Quality

We provide a well designed, simple and functional hiring solution that is tailored to your needs. This is underpinned through the best technology.



Speed

We help save valuable time, so you can concentrate on finding the perfect match.



No Paper

We take away those complicated spreadsheets, emails and unnecessary paperwork so you can accelerate the hiring process.



Email Support

We are available 24-7-365. So, whether you're waking up in Jeddah or working late in Dubai we are committed in helping.

Empowering Women

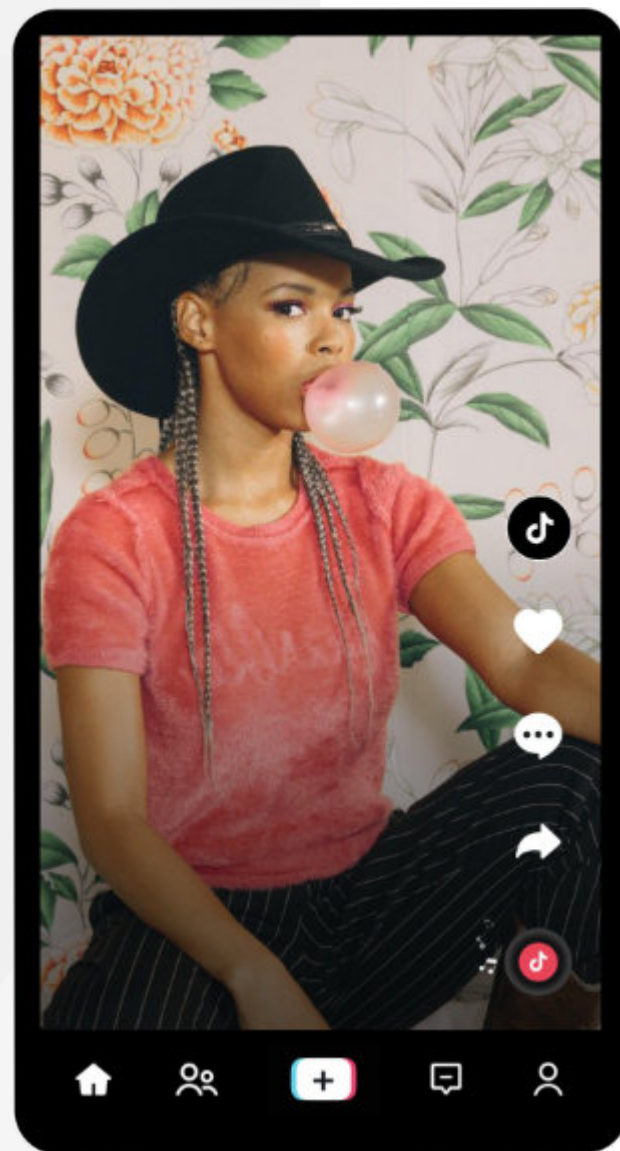
The region is advancing significantly with more choices regarding work, opportunities and socialising. Being a part female founded company we actively encourage women to pursue roles within the sector.

Diversity in the workplace is important to us. We aspire to raise awareness and transparency to alter mindsets, dismiss gender stereotypes and bias in organisations and encourage cultural change with the right tone.



Wasta x TikTok

We've teamed up with TikTok for Business to support MENA companies in utilising social media to draw in top talent. It's a fantastic tool to highlight your company culture: Showcase what makes your workplace unique and why people love working there. It helps you provide behind-the-scenes glimpses: Take viewers on a tour of your office or share a sneak peek of your latest project.



1B+

More than **1 billion people** around the world now use to TikTok every month.



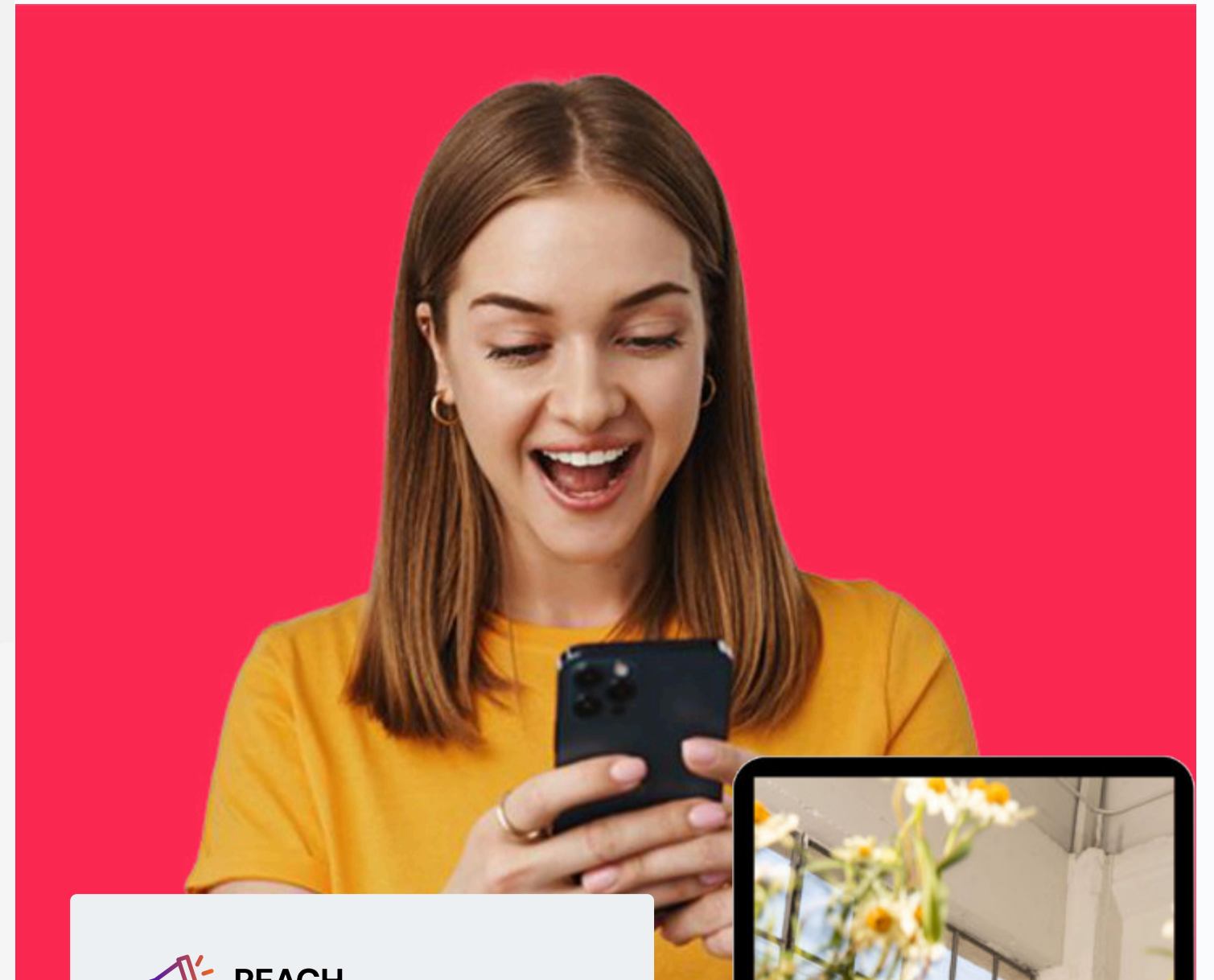
92%

Users said they **take action** after watching a TikTok.



73%

Users say they feel **deeper connection** to brands they interact with on TikTok



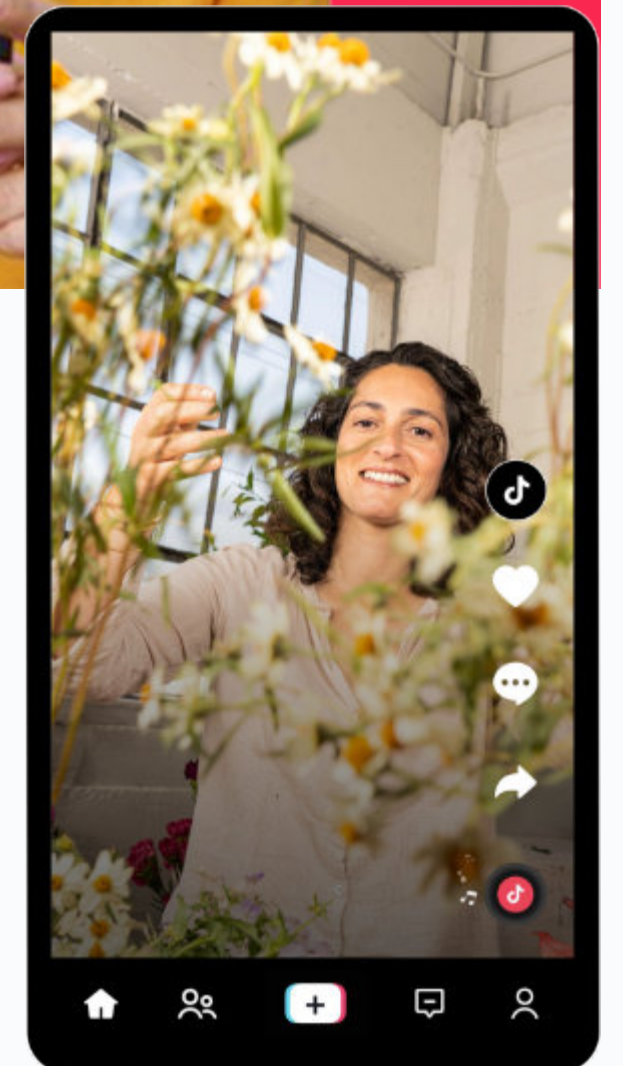
REACH

1 billion users. Every day, people around the world watch a movie length's worth of content on TikTok.



CREATIVE

A new kind of entertainment is being coined on TikTok everyday. And short-form video is its new standard.



STEP 1

Discover

Discover your needs.

STEP 2

Reach

We reach out to our global network.

STEP 3

Source

We source and parse resumes.

STEP 4

Shortlist

We help you shortlist the best candidates.

HOW IT WORKS

STEP 5

Decision

You review employer-candidate fit.

STEP 6

Interview

You conduct an interview.

STEP 7

Hired

Make an offer.

Meet the Team

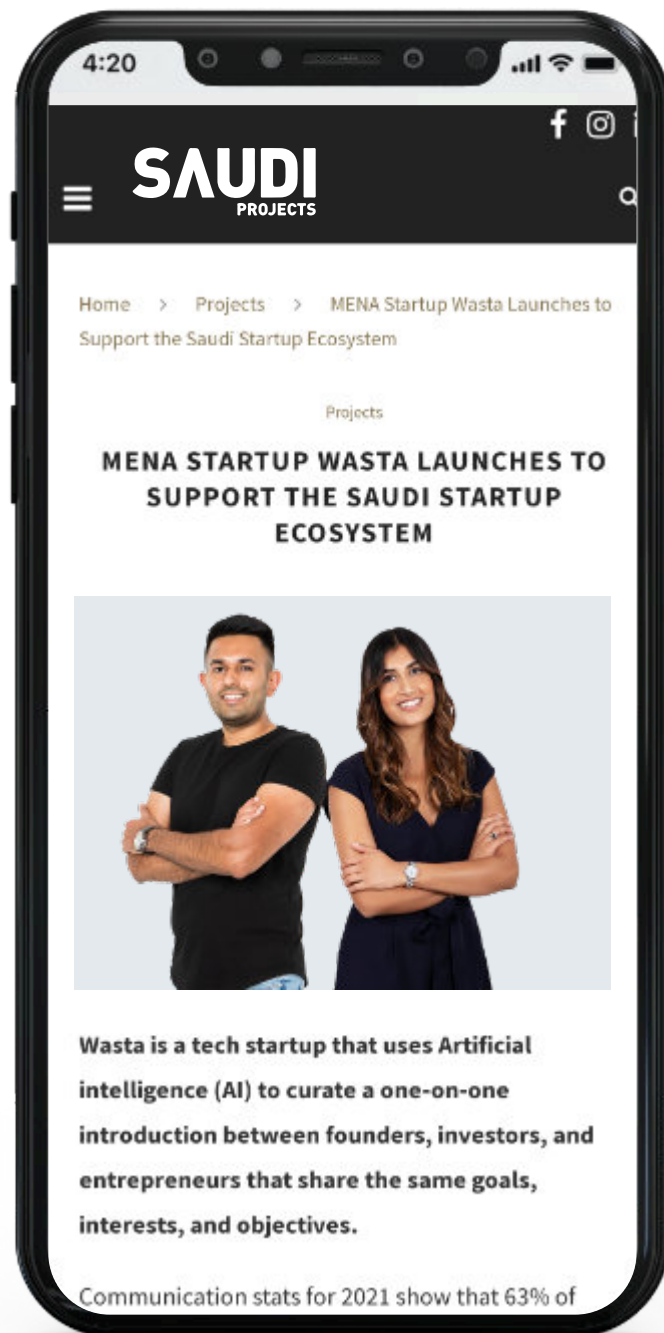
Shyam & Lalita are both second generation South Asian repeat founders born in the UK. They have known each other for 7 years and have previously launched a construction hiring marketplace and a networking app within the MENA region.

Lalita was a Chief Technology Officer and co-founder in the past. She has also taught computer science and worked as a Business Analyst and Project Manager with major corporations such as the British Council, DEFRA, HMCTS, and Cognizant.

Shyam runs his own project management firm and construction recruiting agency. Additionally, he has held positions with prestigious companies including Red Sea Global, Atkins, Arcadis, and The Public Investment Fund.



In the Media



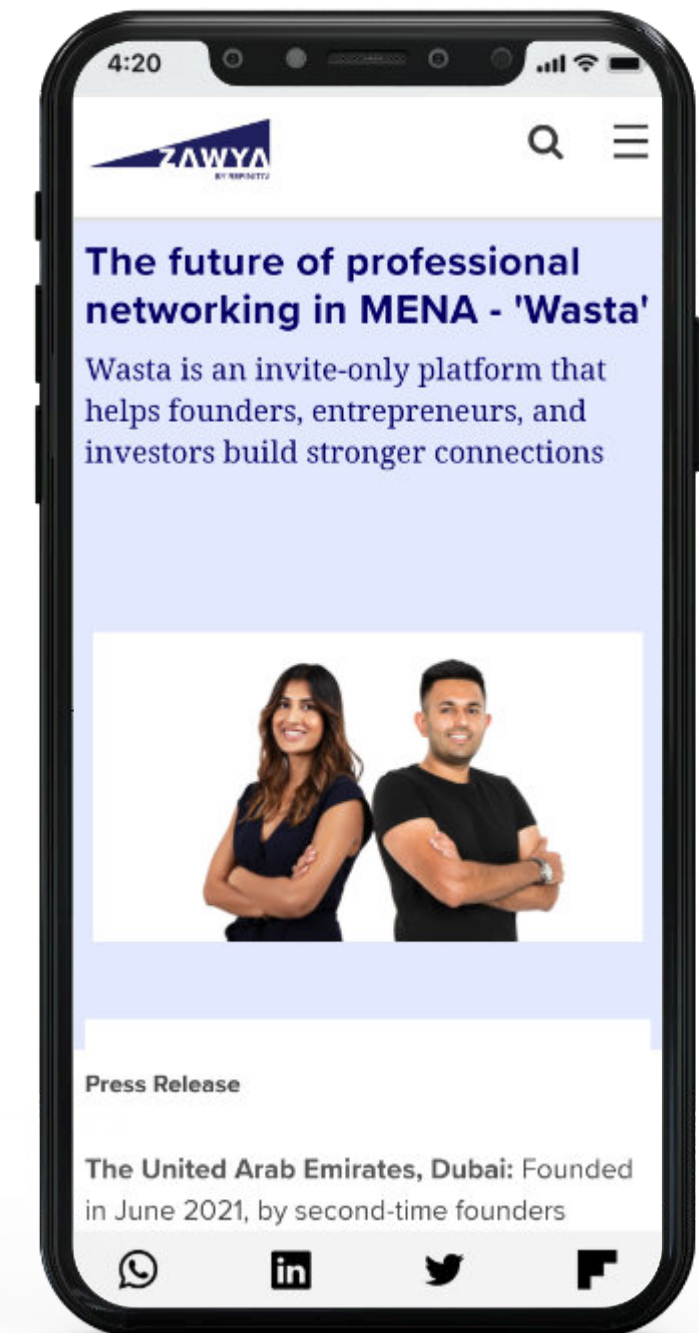
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PROJECTS



The National




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find **top talent**.

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