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CAPABILITY STATEMENT

EXECUTIVE SEARCH

RECRUITMENT

TRANSFORMATION PROJECTS

HR CONSULTING

PARITY PLUS INSIGHTS

PRODUCT | TRANSFORMATION | MARKETING, COMMUNICATIONS, DIGITAL | DATA & ANALYTICS

TRUFFLE HUNTERS AT HEART

Why partner with us?

Business leaders need top-tier talent to exceed expectations and drive growth.

At Parity, we swiftly attract and mobilise the best candidates across Financial Services and Tech, ensuring they align with your culture, performance, and reputation.

With years of earned trust, Parity specialises in unearthing those perfect truffles—candidates in Product, Transformation, Marketing, Communications, Digital, and Data, who will elevate your organisation while ensuring quality always trumps quantity.

Our equitable and transparent placement process is trusted by clients and candidates alike.



SOLUTIONS WE OFFER

Executive Search

We leverage market analysis, talent mapping, and proactive headhunting to secure top talent. Our Market Map offers key insights before shaping the role.

With 12+ years in global Product, Marketing, Communications & Digital recruitment within financial services and fintech, we confidently deliver the most qualified candidates for critical roles.

- Permanent
- Interim

Recruitment Specialists

Our expert team ensures cultural fit. Your brief, and skill gaps are reflected in every candidate we present. Specialising in Product, Marketing, Transformation, and Data, our expert consultants stay ahead of industry trends, enabling us to have meaningful, technical discussions with you and prospective candidates to secure the best fit for every role.

- Permanent
- Fixed Term Contract
- Daily Rate Contract

Transformation Projects

Our dedicated team focuses on delivering expert Transformation and Technology recruitment solutions for roles spanning from Program Manager, Project Manager, Business Analyst, Business Intelligence, Solutions Architects, Cyber Security, Change Manager, covering permanent, fixed-term, and contract positions.

- Contractors
- Project Services
- Strategic Partnering

HR Consulting

With deep expertise in Target Operating Models (TOMs) spanning diverse industries, we help organisations identify optimal TOMs aligned with their resource allocations, governance, and risk frameworks. Our services encompass productivity and simplification assessments, including direct competitor analysis.

- Team structures and operating models
- Competitor analysis
- Diversity, Equity, Inclusion, & Belonging (DEIB) Consulting

'Parity Plus' Insights

10% of our profits each year are invested into programs, and initiatives to support our clients, candidates and philanthropic communities.

- Salary Surveys, Market Insight reports
- Employee Value Proposition research
- Events for Executives, HR and Talent professionals in our community

HOW WE HIRE GREAT TALENT

Truffle hunters at heart, we deliver only the best to drive your business success.

REPUTATION

SPECIALIST EXPERTISE – A rich database of 30,000 Product, Marketing, Communications & Transformation professionals.

You'll gain access to a large, diverse talent pool of candidates with long-term existing relationships with us—we can unseat loyal, capable top-tier talent to consider your roles.

CARE

We prioritise exceptional candidate care, earning strong referrals from passive candidates seeking confidential career consultations.

Our high-touch approach connects you with highly engaged, untapped professionals not actively seeking roles—and had been key to contributing to Parity's success for over 13 years.

RESULTS

CONSISTENT RESULTS – Our consultants bring deep industry expertise, including ex-industry professionals and all possess extensive recruitment expertise with deep networks.

We have the credibility and know-how to tap into passive talent pools, connecting you with professionals who align with your business, team micro-culture, and future-state skills to drive your business strategy forward.

VALUE-ADD

We host 12+ events, 4 extensive Salary Guides, and 2 research papers annually, reaching 3,500 new professionals.

Our events foster trust and long-term relationships, leading to valuable referrals and future talent pipelines.

With over 3,000 annual downloads, our signature Salary Guides are among the industry's most trusted benchmarking resources.

OUR RECENT SUCCESSES

References on request

ROLE	CLIENT INDUSTRY	CONTEXT	OVERVIEW
Chief Marketing Officer	Local Wealth Manager	\$10 million budget 25 team members	Medium-size Wealth Manager domiciled in Australia with a strong growth agenda. This businesses needed a tech savvy CMO with wealth and asset management experience.
General Manager	Auto Finance	\$35 million P&L 70 team members	A newly created role leading the Product, Marketing, Sales, Tender & Pricing teams. This search was executed within 8 weeks from initiation to contract signing.
Program Director	Industry Super Fund	\$5 million project spend Indirectly - 35 team members	This role was a newly appointed position to lead a specific piece of M&A activity. It required the person to build out the team to execute on a tight deadline.
Head of Product Management	Funds Management	Directly - 4 team member Indirectly - 16 team members	Due to internal promotion, this role became available and required a sensitive market scan looking across funds and wealth management. The role required investment technical experience coupled with exceptional people leadership.
Senior Manager - Communications	Banking	\$2 million P&L Directly - 4 team members	Newly created role to transform and progress customer communications across a newly formed mutual. The role required a speedy, but thorough search.

CANDIDATE QUALITY & CULTURE MATCHING

This is how we assess the right fit to exceed your expectation.

WE UNDERSTAND THE MARKET

AND WHAT GOOD LOOKS LIKE

We are recruitment specialists in Product, Marketing, Communications, Digital, Data Analytics, and Transformation roles within the financial services and technology sectors. It's all we do, and our results are exemplary.

VALUES AND TRUST

ARE EVERYTHING TO US

Our clients rely on us to scan the market and present a balanced, thorough shortlist of capable, and diverse candidates who are aligned with their company values and have the skills and attitude to make real ripples!

WE UNDERSTAND YOUR BUSINESS

DEEP-ROOTED RELATIONSHIPS

These relationships and insights into leadership teams allow us to swiftly consult with senior leaders on their current and future talent requirements and how they can access exceptional talent options.

CULTURE-ADD

IS CRITICAL TO YOUR BUSINESS AND WE PROMOTE THIS

We understand that business success depends on aligning end-state culture with real-time recruitment. Our ability to do this consistently is why clients return to us time and time again.

DIVERSITY, EQUITY, INCLUSION & BELONGING

IS AT OUR CORE

Parity offers DEIB consulting (via the CEO) to all clients and promotes initiatives such as blind CVs, gender-neutral shortlists, and extensive diversity reporting. As an active contributor to the Diversity Council Australia, Parity has more than five internal SLAs to ensure we access a diverse range of talent and work closely with organisations to promote inclusion and belonging.

VALUE-ADD INITIATIVES

We call it "Parity Plus"—our key point of difference. Each year, we invest 10% of our profits into supporting our communities.

RESEARCH

Thought leadership and a desire to "lift the bar" by bringing awareness to burning talent-related issues, drive our annual research papers.

We provide benchmarks, and meaningful, actionable insights in areas your peers are excelling, inspiring you and your teams to strive for next level excellence.

- EVP paper
- Market Insights
- Leadership
- Target Operating Models



SALARY DATA

Thousands of Product, Marketing, Communications, Digital, Data and Transformation professionals are surveyed each year for our annual Salary Guide—revealing employment insights, trends and remuneration data. The data is yours to support your hiring strategies in the coming year.

- 10-years of surveying the market
- 100's of tailored client presentations



EVENTS

Events are one of our favourite ways to connect with market leaders. We gear them to provide industry training, professional development, networking opportunities, HR/Talent roundtables and much more—all in an intimate, supportive environment.

- In-person events
- Webinars
- Collabs with industry leaders



PHILANTHROPY

We are dedicated to making a positive impact in ways that go beyond our day-to-day. Our team is committed to driving awareness and supporting charities with donations and our time, as well as running collab events with partners close to our heart.

- Six charities we contribute to annually
- And collab with 3 of these on events



WHO WE WORK WITH

Our strength lies in the power of client partnerships.



At Parity Consulting, we go beyond recruitment—we unlock possibilities for our clients by connecting them with the right talent to drive your business goals.

Taking a consultative approach, we dive deep into understanding your unique challenges, goals, and industry landscape.

Whether it's building high-performing teams, navigating market shifts, or future-proofing your workforce, we provide tailored solutions that ensure long-term success.

With our deep expertise and extensive network, we don't just fill roles—we help you shape the future of your organisation.

Industries we serve

- Asset & Wealth Management
- Insurance
- Banking & Payments
- Technology & FinTech
- Digital
- Software
- SaaS

ROLES WE RECRUIT

Product Recruitment

- Product Analyst
- Disclosure/Offer Documents
- Product Manager
- Product Marketing Manager
- Product Owner
- Product Governance Manager
- Digital Product Manager
- Product Designer
- Product Development Manager

Transformation Recruitment

- Program & Project Managers
- Business Analysis
- Change Managers
- Data & Analytics
- Architecture & Engineering
- Cyber Security & Risk

Marketing / Communications

- Marketing Manager
- Communications Manager
- Communications Mgr-internal
- Brand Manager
- Marketing Specialist
- PR & Media Manager
- Investment Comms Manager
- Content Creator
- CX Manager
- Graphic Designer
- Events Manager

Digital Recruitment

- Digital Manager
- UX/UI Manager
- Senior Digital Manager
- Website Optimisation Mgr
- Social Media Manager
- Paid Search Manager
- Community Manager

Data Recruitment

- Data Analyst
- Data Engineer
- Data Scientist
- Data Architect
- Data Product Manager
- Data & Analytics Manager

Executive Search

- | | | | | |
|-------------------------|--------------------------------------|-----------------------------|-------------------------|----------------------------|
| - Head of Product | - GM Technology | - Head of Marketing / Comms | - Head of Digital | - Head of Data & Analytics |
| - GM Product | - Chief Transformation Officer | - GM Marketing / Comms | - GM Digital | - GM Data & Analytics |
| - Director of Product | - Chief Information Officer | - Director of Marketing | - Chief Digital Officer | - Chief Data Officer |
| - Chief Product Officer | - Chief Information Security Officer | - Chief Marketing Officer | | |



5 STAR REVIEWS

From career-defining moves to business-transforming hires.

GROW INTO THE FUTURE

Parity's Philosophy isn't just about helping fill a current vacancy, it's about providing people who will thrive as your business changes shape and grows into the future. They really take the time to understand your firm and culture to find the best candidates for you. I would definitely recommend them. [Sophia Rahami, CEO and Managing Director \(Magellan Financial Group\)](#)

A FLAWLESS EXPERIENCE

Working with Parity has made me re-believe in the value of recruiting. They invested significant time upfront to understand and describe a complex role and then presented me with shortlist of candidates - every single one who met the brief. They coached me through a complex and competitive client. A flawless recruitment experience. [Gavin Teichner, Chief Executive Individual Life \(TAL Australia\)](#)

EASY & EFFICIENT

Victoria and her team were great to work with. They provided only quality candidates and made the process easy and efficient. [Benjamin Abell, Head of Product & Strategy \(Franklin Templeton\)](#)

RESPONSIVE, QUALITY, PROFESSIONAL

I've worked with Parity twice now. In both instances it's been an excellent experience and a great outcome with Parity helping me to secure career defining roles. Their team really understands financial services and have a deep knowledge of marketing which is evident when they provide guidance, help and feedback. I would highly recommend Parity and Vanessa Lalani to anyone looking for a new role and also any brands looking for new talent. [Fraser Thomson, Group Head of Marketing \(Atrium Investment Management\)](#)

PROFESSIONAL & EXPERIENCED

I could not recommend Parity Consulting enough and their professional, experienced team. I had to get a job filled in a short period of time and I'm hard to be won over... a difficult situation. Parity did all the hard work, all the vetting and chasing and found the perfect candidate—I just showed up to a couple of interviews. I'm so grateful for such an easy experience with this being such an important decision, often something you don't have the time to dedicate you attention to. Thank you for filling the brief in record time and being such a delight to work with. Your services are impeccable! [Jenni Blanchard, Head of Segment - Professional Services \(MYOB\)](#)



SEE THE DIFFERENCE EXPERIENCE MAKES

REQUEST A CUSTOM PROPOSAL NOW

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