

IDEAL RECRUITER

2024-25



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The eFinancialCareers Ideal Recruiter Report 2024-25



Hello and welcome to our Ideal Recruiter report, 2024-25. We've already ranked the Ideal Employers in financial services and beyond, but this is our inaugural report on the most popular recruiters in financial services globally.

This report is based on our Ideal Recruiter survey, which we ran across Q2 of 2024. We received over 4,000 responses from people around the world. Those responses have been collated here.

It's been a tough time for financial services recruitment. A report from recruitment firm Morgan McKinley found that the number of finance jobs available in London fell by 40% across 2023 – the most dramatic fall since the financial crisis.

It's therefore more important than ever that a candidate looking for a new role

works with a recruiter that they trust. Opportunities at the most prestigious employers are more oversubscribed than ever. Goldman Sachs, for instance, said at the start of the year that it had 300 applicants for every job opportunity at the firm. With those odds, every little helps, and having a capable recruiter backing you is more valuable than ever.

Our report aims to inform all sides of the recruitment process. If you're a recruiter, it will help illuminate why candidates value you. If you're a client, it shows which recruiters candidates prefer. And if you're a candidate, it suggests which recruiters are likely to be most helpful with your job search.

It's more important than ever that a candidate looking for a new role works with a recruiter that they trust.."

eFinancialCareers Editorial Team

The Ideal Recruiters of 2024

The recruitment industry is highly diverse and dominated by a cluster of major multinational firms, alongside an array of niche regional and sector-focused players.

We have split the “Ideal Recruiter” awards across:

- Large recruiters, with over 500 employees
- Medium-sized recruiters, with between 50 and 500 employees
- Boutique recruiters, with less than 50 employees

Large recruiters

1.	Michael Page
2.	Hays Group
3.	Adecco
4.	Robert Half
5.	Morgan McKinley
6.	Randstad
7.	Selby Jennings
8.	Robert Walters
9.	Allegis
10.	TEKsystems

The world’s favorite large financial services recruiter – and the favorite recruiter overall – is Michael Page. With its headquarters in the UK, Michael Page is a giant, with over 7,000 employees globally across 37 different countries of operation. One candidate replying to our survey said that she respected Michael Page’s “professionalism and attention to detail”, with extra kudos being given for its ability to match skill sets with roles.

One candidate noted Michael Page’s “professionalism and attention to detail.”

Second-place Hays Group, also UK-based, was praised for the “size of its network of trusted clients” and well as its “understanding culture” by a technology professional who worked with the firm in Australia.

Third-placed Adecco, based in Switzerland, was also noted for the extent of its network, with “globally known clients” being particularly praised by one our respondents who had used the firm to find herself a role in insurance. Adecco is widely diversified, with technology, governmental, and manufacturing-related recruitment as well as financial services roles.

Medium-sized Recruiters

1.	Gravitas Recruitment Group
2.	Barclay Simpson
3.	Goodman Masson
4.	Acre Resources
5.	Charterhouse Consultancy PTE
6.	Ambition
7.	PER, Private Equity Recruitment
8.	Dartmouth Partners
9.	McGregor Boyall
10.	Kerry Consulting Pte Ltd

The world’s favorite medium-sized financial services recruiter was Gravitas Recruitment Group. Although Gravitas, which was founded in 2014, is based in London, it was particularly popular with Hong Kong-based respondents to survey. One Hong Kong-based respondent to the survey, who had used Gravitas to hire for his team, commended the firm for its “excellent service through constant engagement,” and

“relentless talent search and continuous communication.”

UK-based Barclay Simpson came second in our ranking of medium-sized recruiters. “Thoroughly professional and effective,” said one London-based client about the firm, which was founded in 1989, and who has worked with it both as a client and a candidate.

Third-placed Goodman Masson was noted by our respondents for its “great recommendations”, borne from its network. “Paul Goodman is a wonderful man,” said a London-based investment banker who had used the firm to secure a role.

Our respondents voted Black Swan Group as their favorite boutique financial services recruiter. Based in London but with offices in Singapore, Hong Kong, and New York, the firm was founded in 2010 and primarily recruits for compliance and risk functions in finance.

Ad Idem Consulting was the second most popular boutique financial services recruiter. The firm, based in London and the Netherlands, was called “very friendly and honest” by respondents to our survey, and was rated particularly highly for its market knowledge.

Our bronze medalist among small financial services recruiters was London-based Hunter Bond. Founded in 2014 and focused on finance and technology placements, Hunter Bond was especially popular with our technology respondents and scored highly on their mentorship opportunities for candidates.

Small/Boutique Recruiters

1.	Black Swan Group
2.	Ad Idem Consulting
3.	Hunter Bond
4.	Altus Partners
5.	Compliance Recruitment Solutions
6.	BAH Partners
7.	Alexander Chapman
8.	Anson McCade
9.	Alan Mitchell Financial Recruitment
10.	AVA Energy

Black Swan Group primarily recruits for compliance and risk functions in finance.”



The Ideal Recruiters for Customer and Candidate Service

Three of the questions asked of our respondents were to rate their Ideal Recruiter on a scale of 1 to 10 on the following statements:

1. This recruiter offers excellent services.
2. This recruiter responds in a timely manner.
3. This recruiter is friendly and honest.

These scores were combined using the method described in the appendix of the report to provide the rankings below.

1.	PERSOLKELLY
2.	Allegis
3.	Black Swan Group
4.	Robert Walters
5.	BAH Partners
6.	Investigo
7.	La Fosse
8.	Greenwich Partners
9.	Ambition
10.	Sheffield Haworth UK

Our top financial services recruiter for customer and candidate service was PERSOLKELLY. Founded from a 2016 merger between Kelly Services and PERSOL Holdings, its activities are primarily in APAC, with 45 offices across 13 different jurisdictions. The firm, which is headquartered in Singapore, was appreciated by our respondents for its prioritization of communication, as well as its "stride to exceed expectations in every aspect of their service," as one candidate respondent to our survey said.

In second place was Allegis. Allegis is a US-based global firm founded in 1983. Speaking about Allegis' TEKsystems subsidiary, a candidate respondent in the US said that the firm had excellent communication, and "resolved issues quickly."

Black Swan Group, our overall most popular boutique recruitment firm, received the third-highest average vote for customer and candidate service experience.



The Ideal Recruiters for Market Knowledge & Mentoring

Two of the questions asked of our respondents were to rate their Ideal Recruiter on a scale of 1 to 10 on the following statements:

1. This recruiter has excellent market knowledge.
2. This recruiter provides excellent mentoring.

These scores were combined using the method described in the appendix of the report to provide the rankings below.

1.	Allegis
2.	PERSOLKELLY
3.	Black Swan Group
4.	Madison Pearl
5.	Robert Walters
6.	Eames Consulting
7.	Compliance Recruitment Solutions
8.	Barclay Simpson
9.	La Fosse
10.	Greenwich Partners

Allegis, based in Maryland in the US, was the highest-rated recruiter for market knowledge and mentoring. Allegis was generally voted for by respondents to our survey with career experience in technology and operations, which Allegis services with its TEKsystems brand. "This recruiting firm is excellent," one American candidate said about the firm. "Very responsive and serious."

PERSOLKELLY was our second-highest rated recruiter for market knowledge and mentoring. The Singapore-headquartered and APAC-focused firm caters to a wide range of different industries, and a wide cross section of professionals chose it in our survey, ranging from specialties in equity research to accounting services. "I appreciate the way they prioritize communication and strive to exceed expectations in every aspect of their service," one investment banking candidate who worked with the firm in Singapore said.

The third-placed recruiter for market knowledge and mentoring was Black Swan Group. Although the group primarily recruits for middle office functions such as risk and compliance, a wide cross section of industry professionals considered it their first-choice recruiter.



The Ideal Recruiters for Top Candidates & Clients

Two of the questions asked of our respondents were to rate their Ideal Recruiter on a scale of 1 to 10 on the following statements:

1. This recruiter works with the best clients.
2. This recruiter works with the best candidates.

These scores were combined using the method described in the appendix of the report to provide the rankings below.

1.	Allegis
2.	La Fosse
3.	Alexander Chapman
4.	Madison Pearl
5.	BAH Partners
6.	PERSOLKELLY
7.	Black Swan Group
8.	Compliance Recruitment Solutions
9.	Sheffield Haworth UK
10.	Barclay Simpson

It was Maryland-based Allegis that was considered by respondents to our survey to work with the best clients and candidates. The privately-owned firm was founded in 1983 by Jim Davis and his cousin, Steve Biscotti.

La Fosse was considered by our respondents to be the second-best recruitment agency for the caliber of clients and candidates it works with. La Fosse, which was founded in 2007, is a recruitment agency focusing on IT recruitment, and has offices in London, Birmingham, and Amsterdam.

The third best recruiter for candidates and client quality was Alexander Chapman. Established in 2016, and based in London but with global offices, Alexander Chapman specializes in both financial services recruitment (including quantitative development, electronic trading, and fundamental research) and Pharmaceutical Life Sciences, including manufacturing, research and development, and clinical development.



The Ideal Recruiters for Women

Unlike previous categories, the Ideal Recruiters for Women were selected on a simple majority vote, after the application of the weighting process described in the appendix of this report.

1.	Michael Page
2.	Hays Group
3.	Adecco
4.	Robert Half
5.	Morgan McKinley
6.	Randstad
7.	Gravitas Recruitment Group
8.	Robert Walters
9.	Barclay Simpson
10.	Goodman Masson

The Ideal Recruiter for women was, perhaps unsurprisingly, the same recruiter selected overall: Michael Page. The UK-based recruiter was popular with a broad cross-section of women, with all major divisions of the financial services industry represented among voters. "Top notch clients and high salary," is how one respondent to our survey qualified the firm.

Hays Group came second among women. With over 10,000 staff in 33 countries, the firm is huge, and finance is a comparatively small section of its total offering. One woman responding to our survey said that Hays was "open minded about candidates" in her experience, and that that the firm will "definitely help you find a role."

Adecco came third. The Swiss recruiter, which was founded in 1957, scored particularly highly with women respondents to our survey compared to rivals for the quality of mentoring it offers to candidates.



The Ideal Recruiters in North America

The Ideal Recruiters in North America were chosen by a popular vote as described in the appendix to this report.

1.	Robert Half
2.	Michael Page
3.	Selby Jennings
4.	TEKsystems
5.	Adecco
6.	Alexander Chapman
7.	Randstad
8.	Insight Global, Inc.
9.	LHH Recruitment Solutions
10.	Kelly

The most popular recruiter in North America was Robert Half. Based in California, Robert Half is one of the world's largest accounting and finance recruiters, but also has a substantial technology offering, alongside other areas. "Great leadership,"

one respondent to our survey said about the firm, and "very professional." A Canadian respondent noted their market knowledge in the country, saying that were as effective as could be at placing roles in her seniority level.

Some way below Robert Half, in second place, was overall winner Michael Page. Although UK-based, Michael Page has a substantial US presence, with one respondent to our survey calling them "competent people", and another saying that they "work really hard to place deserving candidates."

Selby Jennings, another UK-origin recruiter, was the third most popular North American recruiter among our respondents. More finance-focused than the other recruiters in this list, Selby Jennings was called "professional and responsive," and that the firm "demonstrated a strong understanding of the financial services industry." The respondent added that they would "highly recommend them to other professionals" in the sector.



The Ideal Recruiters in APAC

The Ideal Recruiters in APAC were chosen by a popular vote as described in the appendix to this report.

1.	Hays Group
2.	Michael Page
3.	Adecco
4.	Gravitas Recruitment Group
5.	Morgan McKinley
6.	Robert Half
7.	Randstad
8.	Robert Walters
9.	Allegis
10.	Capita Singapore (PERSOLKELLY Singapore)

Our top recruiter in APAC was Hays. Well-regarded for its network in the region, and with a significant presence in key markets like Singapore, Hong Kong, and Australia, Hays was noted for its understanding of local markets, combined with a commitment to tailored recruitment strategies. Candidates praised the firm's attention to detail, with one noting that they had a debrief with the firm after every attended interview, even when it didn't directly lead to a role. One respondent to our survey called them "a friendly firm," and said that "the people I've worked with helped so much."

APAC's second favorite recruiter was Michael Page. A global recruiter, Michael Page has offices throughout the region, including Singapore, Hong Kong, Japan, Australia, and mainland China. Their ability to adapt to local market dynamics while maintaining global standards makes them a trusted partner for companies seeking highly skilled professionals.

Adecco came in third. The firm's strong presence across multiple APAC markets, including Korea, Hong Kong, and Australia, combined with its focus on scalable workforce solutions, allows them to effectively meet the needs of both established firms and emerging startups. Their ability to provide specialized talent for critical roles in finance and technology positions Adecco as a valuable partner for organizations in these sectors. One respondent to our survey noted their "globally known" clients.



The Ideal Recruiters in the GCC

The Ideal Recruiters in the GCC were chosen by a popular vote as described in the appendix to this report.

1.	Michael Page
2.	Robert Half
3.	Hays Group
4.	Adecco
5.	Charterhouse Consultancy PTE
6.	McGregor Boyall
7.	Barclay Simpson
8.	Madison Pearl
9.	ANB Partners
10.	Cooper Fitch

Michael Page topped our rankings in the Gulf. Its Dubai office places candidates across the region, and the firm excels in connecting top-tier professionals with leading companies in a wide set of industries. The firm's deep understanding

of the region's rapidly evolving market, combined with a focus on sector-specific needs, allows it to deliver tailored recruitment solutions that meet the unique demands of local and expatriate clients. "They take care of the candidates and different inquiries," one respondent to our survey said.

The second-most popular recruiter in the gulf was Robert Half. The firm's global expertise, combined with its localized approach, enables it to effectively place professionals in critical roles within finance and technology. Its ability to understand the specific needs of GCC clients and candidates, along with a focus on delivering high-quality talent, were all well-recognized by our respondents.

Hays Group came third. The firm's extensive network and deep industry knowledge allow them to connect skilled professionals with leading organizations in the region. "They are professional," one respondent to our survey said, and "obtain great clients by working hard... Strongly recommended."



The Ideal Recruiters in Europe

The Ideal Recruiters in Europe were chosen by a popular vote as described in the appendix to this report.

1.	Michael Page
2.	Adecco
3.	Hays Group
4.	Robert Half
5.	Randstad
6.	Selby Jennings
7.	Barclay Simpson
8.	PER, Private Equity Recruitment
9.	Goodman Masson
10.	LHH Recruitment Solutions

Michael Page topped the European rankings. With offices in Frankfurt, Zurich, Milan, and Paris, Michael Page was well renowned by respondents for its ability to navigate the complexities of the European market. Its deep industry knowledge and extensive network allow it to deliver customized

recruitment solutions that meet the specific needs of both multinational corporations and regional firms. One of our respondents called Michael Page's offering in their field "on point," despite their unsuccessful application.

Zurich-based Adecco came second in the European rankings. With offices across the continent, Adecco leverages its extensive local expertise and global reach to match highly skilled professionals with critical roles. Its focus on innovation and client satisfaction makes Adecco a valuable partner for firms seeking to navigate the challenges of the European labor market. "They are good at what they do," one of our respondents said.

Hays Group, another huge recruiter, took the bronze in our European rankings. Known for its strong presence and deep expertise in the European financial services and technology sectors, Hays has established itself as a trusted partner for companies across the continent, offering tailored recruitment services that reflect the unique characteristics of each market.



The Ideal Recruiters in the UK

The Ideal Recruiters in the UK were chosen by a popular vote as described in the appendix to this report.

1.	Hays Group
2.	Michael Page
3.	Adecco
4.	Robert Half
5.	Barclay Simpson
6.	Goodman Masson
7.	Morgan McKinley
8.	Acre Resources
9.	Hunter Bond
10.	Dartmouth Partners

Hays was the UK's favorite recruiter. The London-based recruiter scored strongly with a broad cross-section of respondents to our survey, ranging from operations to technology to investment banking

professionals and recruiters. With its deep understanding of the UK's complex and changing market, Hays has established itself as the leader in connecting top talent with key players in finance, fintech, and IT.

Following closely was the UK's second choice, Michael Page. With a strong presence in major cities like London, Manchester, and Edinburgh, Michael Page leverages its extensive market knowledge and industry connections to deliver high-caliber professionals to leading firms. One of our survey respondents called the firm "responsive and honest."

Adecco filled out the UK podium. Their commitment to innovation and client satisfaction, combined with a deep understanding of the UK market, positions Adecco as a valuable partner for organizations seeking to attract and retain top talent – as one of our respondents called the firm, it stood as a "beach of efficiency and effectiveness."



The Ideal Recruiters for Investment Banking

The Ideal Recruiters for investment banking were chosen by their average qualitative scores as described in the appendix to this report.

1.	Robert Half
2.	Hays Group
3.	Dartmouth Partners
4.	PER, Private Equity Recruitment
5.	Michael Page

Robert Half was the winner of our investment banking category. The firm scored particularly well for its market knowledge and its ability to attract top candidates to its platform, although it generally performed well in all categories. With a deep understanding of the unique demands of investment banking, Robert Half excels in identifying professionals who possess the technical skills, industry

knowledge, and strategic mindset required for success in this fast-paced environment.

In second place was Hays Group. The London-based firm was noted by our respondents for working with top clients in investment banking, as well as the general quality of its service. Hays' consultants were noted as having a keen understanding of the demands of investment banking roles, allowing them to deliver candidates who are well-equipped to handle the challenges of this dynamic industry.

Third-placed Dartmouth Partners, a boutique recruiter, was overwhelmingly praised by respondents to our survey for its working with highly prestigious clients, as well as its general market knowledge. Although the quality of its mentoring was generally criticized, one respondent listed the firm's best traits: "Excellence, honesty, and integrity are all strengths."



The Ideal Recruiters for Sales & Trading

The Ideal Recruiters for sales & trading were chosen by their average qualitative scores as described in the appendix to this report.

1.	Michael Page
2.	Robert Half
3.	Goodman Masson
4.	Selby Jennings
5.	Hays Group

In the top spot for sales & recruitment was Michael Page. Our respondents were impressed by the firm's market knowledge, as well as its ability to attract top clients – the firm is clearly seen as excelling in identifying and placing professionals who thrive in a dynamic recruiting market like sales and trading.

Following very closely behind in second was Robert Half. Ranking very similarly to its rival in first, Robert Half had one of the highest scores for market knowledge in our entire survey. Its extensive network and deep industry knowledge allow it to match high-caliber candidates with roles that require quick decision-making and strong market knowledge.

Goodman Masson ranked third. With particularly high scores for the quality of both its client and candidate attraction, Goodman Masson was praised for its "good, reliable service" by one of our survey respondents who had worked with the firm in the UK as both a client and a candidate.



The Ideal Recruiters for Compliance & Risk

The Ideal Recruiters for compliance and risk were chosen by their average qualitative scores as described in the appendix to this report.

1.	Adecco
2.	Barclay Simpson
3.	Robert Half
4.	Morgan McKinley
5.	Hays Group

It was Adecco that topped our rankings for compliance and risk recruitment. The firm's focus on building long-term partnerships allows it to understand deeply the needs of the financial services sector, ensuring that both regulatory compliance and risk

management roles are filled with top-tier talent.

Barclay Simpson came second. The firm has the largest risk recruitment team in the UK, according to its own literature, as well as a large, dedicated, compliance offering. The firm's extensive experience in placing candidates in both permanent and interim roles across financial services makes them a trusted partner for clients looking to build robust compliance functions.

Robert Half rounded out the podium. The group brings a unique blend of global reach and local expertise to both its compliance & risk sector – as well as the market expertise of its business consulting subsidiary, Protiviti, to a highly competitive market.



The Ideal Recruiters for Technology & Quantitative Finance

The Ideal Recruiters for technology and quantitative finance were chosen by their average qualitative scores as described in the appendix to this report.

1.	Gravitas Recruitment Group
2.	Allegis
3.	BAH Partners
4.	Robert Walters
5.	Barclay Simpson
6.	Morgan McKinley
7.	Adecco
8.	TEKsystems
9.	Hays Group
10.	Michael Page

Gravitas Recruitment Group swept the technology & quantitative finance ranking quite handily, scoring better than its rivals in every single category, with a particularly strong score in customer-service-related

metrics. One of our respondents who had worked with the firm said that they were “very knowledgeable and helpful,” and was “able to challenge [his] ways of thinking and inspire [him].”

Allegis came second. With a host of sub-brands under its umbrella, Allegis is a multi-faceted recruiter with wide market expertise and network reach. Speaking about the firm’s technology-focused TEKSystems sub-brand, one American in technology said that the “working with firms that are preferred vendors for top clients will get the best talent in the door.”

APAC-operating BAH Partners came third in our ranking. Specializing in quantitative and technology recruitment within the banking and finance sectors, BAH Partners is known for its meticulous approach to headhunting, offering a personalized service that is particularly valued in the fast-paced and highly competitive markets of Hong Kong, Singapore, and beyond.



The Ideal Recruiter for clients

Client Choice – Large recruiters

1.	Michael Page
2.	Hays Group
3.	Robert Half
4.	Adecco
5.	Robert Walters
6.	Randstad
7.	Morgan McKinley
8.	Selby Jennings
9.	Allegis
10.	PERSOLKELLY

Client Choice – Small/Boutique Recruiters

1.	Black Swan Group
2.	BAH Partners
3.	Compliance Recruitment Solutions
4.	Ad Idem Consulting
5.	Anson McCade
6.	Altus Partners
7.	Alexander Chapman
8.	Hunter Bond
9.	Alan Mitchell Financial Recruitment
10.	AVA Energy

Client Choice – Medium-sized recruiters

1.	Gravitas Recruitment Group
2.	Barclay Simpson
3.	Goodman Masson
4.	Ambition
5.	McGregor Boyall
6.	Acre Resources
7.	PER, Private Equity Recruitment
8.	Kerry Consulting Pte Ltd
9.	Charterhouse Consultancy
10.	Investigo

Among the largest recruiters, the top four remained the same, with just Adecco and Robert Half swapped; the former came third among all voters, while the latter came third among clients. The biggest growth was for fifth-placed UK firm Robert Walters, which received a significantly higher proportion of votes from clients compared to its immediate rivals, and especially compared to the category toppers. One client who had worked with the firm in Asia called it “very helpful and prompt.”

Unsurprisingly, our client votes were broadly in line with the overall vote (the initial overall vote included both candidates and clients).

The Ideal Recruiter for clients

Among medium-sized recruiters, the top three remained the same. Fourth place Ambition climbed to displace ESG specialist Acre Resources and Charterhouse Consultancy. Among medium-sized recruiters, the biggest winners from the client vote were Gravitas and McGregor Boyall, which received significantly more votes from clients (proportionally) than other firms in the list. One client who had used Gravitas in the past, responding to our survey, said that the firm was “responsive and responsible,” and even willing to keep candidate communication open when

there were no roles – something other recruiters were sharply criticized for.

Boutique recruiters had the most substantial differences. Quantitative- and technology-focused BAH Partners placed sixth in our overall vote that included both clients and candidates, but placed significantly higher when counting solely client votes. Compliance Recruitment Solutions, likewise, went up from fifth to third. BAH Partners in particular had a very significant numbers of client votes compared to its rivals – clients prefer BAH Partners more than candidates do.



The Ideal Recruiter for clients by region

North America

1.	Robert Half
2.	Michael Page
3.	Selby Jennings
4.	Acre Resources
5.	Alexander Chapman

Europe

1.	Michael Page
2.	Adecco
3.	Hays Group
4.	Robert Half
5.	Randstad

UK

1.	Hays Group
2.	Michael Page
3.	Barclay Simpson
4.	Goodman Masson
5.	Robert Half

APAC

1.	Hays Group
2.	Michael Page
3.	Gravitas Recruitment Group
4.	Robert Walters
5.	Adecco

Client-only Ideal Recruiter geographical & gender breakdowns were overwhelmingly similar to what candidates chose.

Our top three recruiters in North America – Robert Half, Michael Page, and Selby Jennings – were the same for clients as they were for the overall voting bloc. Similarly, the top three were identical for both groups in APAC, where Hays, Michael Page, and Gravitas came top. Equally, the entire top six was the same in the EU. APAC clients voted slightly differently. Although Hays and Michael Page remained the top choice recruiters, Gravitas climbed the rankings from fourth to third. “Good experience working with them,” said one technology-focused client who had worked with the firm. “High quality candidates and clear communication for expectation management,” she added.

The most significant discrepancy between client and candidate votes came in the UK. Here, Barclay Simpson was disproportionately popular with clients. One recruiter in the UK called Barclays Simpson “thoroughly professional and effective”.

Methodology

Our methodology for this report was split fourfold.

For our **headline categories** (page [4](#)), our recruiters were all categorized as either “small”, “medium”, or “large”. These were defined by their number of employees – recruiters were considered “small” if they had less than 50 employees, “medium” if they had between 50 and 500 employees, and “large” if they had over 500 employees. This research was performed by our sales team.

After the recruiters’ categorizations, their votes were counted. All respondents to our survey had the opportunity to pick two Ideal Recruiters – a first choice and a second choice. First-choice votes were weighted twice, while second-choice votes were weighted once. The combined score was considered the “final” score, by which all recruiters were judged.

For our **qualitative categories** (pages [6](#), [7](#), and [8](#)), all recruiters were judged by their combined average scores on certain qualitative questions. The relevant questions are listed on their respective pages, and are taken from the list of qualitative statements below. A filter was placed on this category to only accept as a valid result recruiters than received a certain minimum number of votes.

For our **gender** (page [9](#)) and **geographical** (pages [10](#), [11](#), [12](#), [13](#), and [14](#)) categories, a

filter was applied to only count the votes of respondents of the relevant gender or jurisdiction, after which the first-and-second-vote weighting system was applied for a simple aggregate. No special consideration was given to the relative size, measured in employee numbers, of the recruiters.

For our **industry categories** (pages [15](#), [16](#), [17](#), and [18](#)), a filter was applied to only count the responses of respondents who identified themselves as working in that particular industry. The average value of all qualitative statements was then taken into account in providing a score between 1 and 10, with a 2:1 weighting bias once again being applied in favor of first-choice recruiters over second-choice recruiters. A filter was placed on this category to only accept as a valid result recruiters than received a certain minimum number of votes.

The full list of qualitative statements is as follows:

- This recruiter has excellent market knowledge.
- This recruiter responds in a timely manner.
- This recruiter offers excellent service.
- This recruiter is excellent for diversity recruiting.
- This recruiter works with top candidates.
- This recruiter works with top clients.
- This recruiter is friendly and honest.
- This recruiter is an excellent mentor.