



*Vanguard Talent Group*

Innovation | Impact | Influence

## **COMPANY PROFILE**





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# OUR STORY

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Vanguard is a best-in-class multidisciplinary global Human Resource (HR) and Business Solutions partner dedicated to establishing and managing high-performing people and enterprises across Kenya, Africa, and global markets.

We provide the essential strategic frameworks for companies to launch with rigor and scale at pace, while offering a premier ecosystem for individuals to advance their careers, sharpen their expertise, and find mentorship.

From business setup to growth and sustained impact, we manage the full lifecycle of the modern enterprise, and advancement of human resource bridging the gap between ambition and execution.



# OUR VISION

To be Africa's most trusted cross-functional partner, pioneering the future of work by providing the strategic frameworks and talent pathways that bridge continental potential to global opportunity.





# OUR MISSION

To unlock Africa's potential by delivering cutting-edge integrated solutions that empower organizations to grow and expand with precision and individuals to advance with purpose, on demand, at scale, and without borders.

# CORE VALUES



Our values are the operational blueprint for how we **B.R.I.D.G.E** the gap to African opportunity. We lead with a multidisciplinary mindset, ensuring that every solution we deliver is anchored in excellence, transparency, and impact.

**B R I D G E**

## BEST-IN-CLASS

Setting the gold standard for Excellence across all multidisciplinary business and talent services.

## RESILIENCE

An Agile approach to navigating continental complexities with local expertise.

## INNOVATION

We leverage a seamless, virtual ecosystem to deliver modern operational frameworks for the future of work.

## DIVERSITY

Delivering a multidisciplinary range of solutions that connect global strategy to local African execution.

## GOVERNANCE

Leading with Integrity to ensure total compliance and ethical transparency in every market.

## EMPOWERMENT

Delivering a lasting Impact by enabling organizations to reach their full potential at scale.

# EXECUTION GAP

## »»» THE PROBLEM WE ARE SOLVING

Africa's talent and enterprise potential is vast, but the ecosystem remains disconnected.

Businesses struggle to access trusted multidisciplinary expertise quickly, navigate regulatory complexity across markets, and build scalable systems that match modern, borderless ways of working.

At the same time, high-caliber professionals lack structured pathways to meaningful opportunities, growth, and cross-continental impact. The result is delayed growth, fragmented execution, and unrealized potential.



# OUR SOLUTION

## »»» THE VANGUARD ECOSYSTEM

We provide integrated HR and business frameworks that enable organizations to launch, hire, expand, and operate across markets with speed and precision, while simultaneously creating structured talent pathways for professionals to work, grow, and lead without borders.

Through our multi-sector ecosystem, businesses access on-demand support across functions, and professionals access vetted, high-impact opportunities, all within one unified ecosystem.



# TARGET AUDIENCE

## »»» ORGANIZATIONS

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*We serve growth-oriented organizations that need flexible, high impact business and HR solutions.*

1. SMEs & High-Growth Startups building operational foundations and scaling multidisciplinary teams.
2. Corporations & Multinationals expanding across African markets.
3. Global Companies hiring remote or gig talent and local operational enablement.
4. NGOs & Development Organizations requiring compliant, project-based staffing and structured business support.
5. Government & Public Sector Institutions, including global talent outsourcing partnerships.
6. Expatriate labour and international workforce placements.
7. Founders, Executives & Boards seeking seeking strategic HR, business advisory, and leadership placement.



# TARGET AUDIENCE

## »»» INDIVIDUALS

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*We serve high-caliber talent who are seeking curated career paths, elite mentorship, and the borderless mobility required to lead in the modern economy.*

1. Multidisciplinary professionals seeking global exposure and cross-border work.
2. Individuals looking for structured career opportunities and advancement.
3. Professionals seeking mentorship, executive placements, and advisory support.
4. Talent looking to sharpen expertise through project-based, corporate, and international placements.
5. Emerging and senior leaders ready to operate within global-standard enterprise systems.



# UNIQUE VALUE PROPOSITION

Launch, build, and accelerate high performing organizations and professional careers, faster, leaner, and fully compliant.

Vanguard provides the strategic support companies need to thrive and the opportunity ecosystem professionals need to grow and lead globally.



# COMPETITIVE ADVANTAGE

1. **Fully Remote & Borderless Delivery** – A virtual-first model that lets organizations tap, deploy, and oversee talent across markets effortlessly, no borders, no friction.
2. **Diverse Interdisciplinary Expertise** – Unique combination of strategic talent advisory, executive search, flexible gig placements, and comprehensive HR plus business operations support, all under one roof.
3. **Global Standards** – In-depth knowledge of global talent pools and compliance environments, paired with world-class execution and reliability everywhere.
4. **Superior Cost & Performance Gains** – Smart, adaptable workforce structures that cut hiring and running expenses.
5. **Full Business Enablement** – Guiding companies through market entry, business setup, and sustained growth.
6. **Instant Integration & Rapid Momentum** – Plug-and-play ecosystem of specialists and solutions that slots right into your operations for quicker deployments, smoother expansion, and accelerated outcomes.



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# OUR PROMISE

To help organizations build and scale high-performing, compliant enterprises up to 50% faster, while empowering professionals to access meaningful career pathways, global opportunity, and structured advancement.

Through one virtual-first, integrated ecosystem, we unify business infrastructure, HR strategy, workforce deployment, and career development into a seamless operating model.

For organizations, this means stronger foundations, smarter growth, and reduced complexity.

For professionals, it means access, mentorship, and borderless opportunity.

# OUR SOLUTIONS

## »»» BUSINESS



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*Looking To Scale Your Business? Email Us*

 [clients@vanguardtalentgroup.org](mailto:clients@vanguardtalentgroup.org)

### BUSINESS SCALING

- Business strategy development and growth planning.
- Financial planning, budgeting, and business performance advisory.
- Operational efficiency and process optimization.
- Sales strategy, revenue growth frameworks.
- Marketing strategy, brand positioning, go-to-market and digital transformation strategy.
- Customer experience (CX) design and service delivery improvement
- Business model design and innovation advisory
- Organizational structure and performance tracking frameworks.

### MARKET ENTRY & BUSINESS SETUP

- Market entry strategy for organizations expanding into Kenya and Africa.
- Entity setup, company registration, and operational structuring.
- Regulatory and compliance readiness across local jurisdictions.
- Workforce planning and talent deployment for new markets.
- Payroll, tax, and employment compliance advisory.
- Local partnership and ecosystem integration support.
- Risk assessment and governance frameworks.
- Ongoing advisory for operational stabilization and growth.

# OUR SOLUTIONS

## »»» TALENT & CAREER



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### TALENT & WORKFORCE SOLUTIONS

- Strategic workforce planning aligned to business growth.
- Executive search and leadership placement for critical roles.
- Gig, remote, and project-based workforce deployment.
- Talent outsourcing and flexible staffing solutions.
- Cross-border expatriate deployment and workforce mobility.
- HR advisory and workforce strategy development.
- HR policy design and governance frameworks.
- Compensation, benefits, and reward structuring.
- Payroll administration and workforce compliance management.

### CAREER DEVELOPMENT & ADVANCEMENT

- Access to top-tier career opportunities and networks within the Vanguard ecosystem.
- Skills development and capability advancement for global competitiveness.
- Cross-border career opportunities and global mobility guidance.
- Strategic career positioning and personal brand development.
- Executive and career mentorship from experienced industry leaders.
- Leadership development pathways for emerging and senior professionals.
- Advisory on transitioning from corporate roles into consulting, gig, or executive tracks.



#17

# ANN KARANU

GROUP HEAD OF HUMAN RESOURCES

JUBILEE HOLDINGS LTD.



# ANN KARANU

## FOUNDER CHIEF EXECUTIVE OFFICER/ MD

Vanguard Talent Group is led by Ann Karanu, MBA, BComm, CHRP(K), MIHRM, a trailblazing HR leader whose influence continues to shape the future of work and leadership across East Africa. With a distinguished career spanning over 25 years.

Ann is widely respected for her visionary approach to people strategy, her deep commitment to nurturing talent, and her bold leadership in driving transformative organizational change.

# FOUNDER PROFILE

Ann is not just a seasoned executive, she is a purpose-driven HR leader committed to impacting lives and livelihoods through her work.

Her philosophy is anchored in the belief that corporate infrastructure must be a **force for good**. To Ann, success is not measured simply by headcount or compliance, but by the creation of sustainable ecosystems where organizations mature into global leaders and individuals find dignity, growth, and meaning in their work.

## Ann Karanu's Professional Journey: A Legacy of Impact, Faith, and Transformation

Ann Karanu's story is one of faith, grit, and a heart big enough to lift everyone around her. Growing up in Nakuru, Kenya, with deeply devoted Catholic parents, Ann's life was built on values that have stayed with her every step of the way: faith, discipline, and kindness.

Her school days took her from Nakuru to Nairobi, where she found a special mentor in Sr. Mary Kileen at Our Lady Primary School. That early encouragement stayed with her. High school at Kianda, an Opus Dei school, deepened her roots in integrity, service, and spirituality. And if you ever meet Ann, you'll soon discover that she's got this lovely creative side—she loved singing in the choir and reciting poetry, snagging awards for her school performances. It's a part of her she quietly treasures and hopes to get back to when life slows down a bit.

Ann's journey in education mirrors her kind of leadership: steady, determined, and always learning. She earned a Bachelor of Commerce in Management from the Catholic University of Eastern Africa—and it was here that the spark to lead others really lit up. She threw herself into student welfare roles, already thinking about how she could make a difference. Even with

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a government job on her plate, she found time to pursue an MBA in Strategic Management at USIU-Africa, juggling all these responsibilities with grace and resilience. And she's not done yet—Ann is currently working toward a doctorate focused on strategy because she's passionate about pushing her knowledge and impact even further.

What really stands out in Ann's career is her heart for people. At Jubilee Holdings, where she's been heading HR since 2021, she's not just changing policies—she's changing lives. Ann's approach is refreshingly human: she puts people first, makes work environments feel inclusive, and is always looking for new ways to connect across generations. Take her "Genzification" idea, for example—it's her way of creating a workplace where Generation Z feels understood and valued, helping everyone from new grads to seasoned pros work better together. Thanks to her, Jubilee even snagged

a big award in 2024 for their transformation and change management efforts—a proud moment she shares with her whole team.

Before Jubilee, Ann wasn't afraid to take on challenges that others might shy away from. She helped launch UBA Bank's operations in Kenya and Mozambique, and she was part of the original team that brought CIB Bank to Kenya. Imagine how hard it must have been, right after maternity leave, to pack up and spend two months in Mozambique building a brand-new team! That kind of dedication paid off—not just with a promotion, but with recognition that showed she was going places.

If you talk to Ann, what you'll notice right away is how deeply she cares about mentoring others. She's the kind of leader who shows up fully—empathetic, bold, and ready to listen. With over two decades of experience, she



combines sharp strategy with emotional insight, making her a trusted guide for many young professionals.

And beyond the corporate boardrooms, Ann's heart is busy helping communities thrive. She mentors young people, supports her Catholic church, and quietly pitches in where help is needed. One of her biggest dreams is to set up a foundation in honour of her late father—a man whose strength still lights her way, even years after his passing. This foundation will focus on education and empowering those who might not otherwise have a chance to shine.

Faith is the quiet anchor that keeps Ann grounded. Her days begin with early morning mass, a moment she treasures to give thanks and find peace. She often says that angels walk among us—not just in the heavens, but in the supportive people around her: bosses, friends, and colleagues who have stood by her, especially after losing her dad.

Being her mother's only daughter carries a special responsibility—one Ann embraces with grace. Her story isn't about perfection or endless struggle; it's about real-life bravery, compassion, and a commitment to leave the world a little better than she found it. She's someone who connects generations, transforms workplaces, and lifts communities without ever making a big fuss about it.

From a small town in Nakuru to a leadership role at one of East Africa's most respected insurance companies, Ann Karanu's journey is a beautiful blend of purpose and heart. She's not just a leader on paper—she's an inspiration who encourages everyone she meets to lead with authenticity, empower the next generation, and believe in a brighter future. ■



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# FOUNDER PROFILE

Ann holds a Bachelor of Commerce (Management) from the Catholic University of Eastern Africa, an MBA in Strategic Management from USIU-Africa, and a Postgraduate Diploma in HR Management. She is a Certified Human Resource Professional (CHRP-K) and a Full Member of the Institute of Human Resource Management (IHRM).

Her commitment to excellence continues to evolve, she is currently pursuing a Doctorate in Business Administration (DBA) at USIU-Africa, focusing on Strategy, further cementing her role as a thought leader and academic in the HR space.

# ACHIEVEMENTS & MILESTONES



Established a high-impact network of executive, professional, and gig talent spanning multiple countries and industries.



Designed and delivered integrated workforce and HR solutions for startups, growth-stage firms, and expanding organizations.



Led multiple successful business setup and operational turnaround initiatives, particularly within the financial services sector.



Executed executive search, strategic placements, and workforce buildouts for organizations scaling across African and global markets.



Created multidisciplinary advisory and talent ecosystems enabling companies to plug in expertise quickly and scale lean, high-performing teams.

# MULTI- GENERATIONAL WORKFORCE STRATEGY

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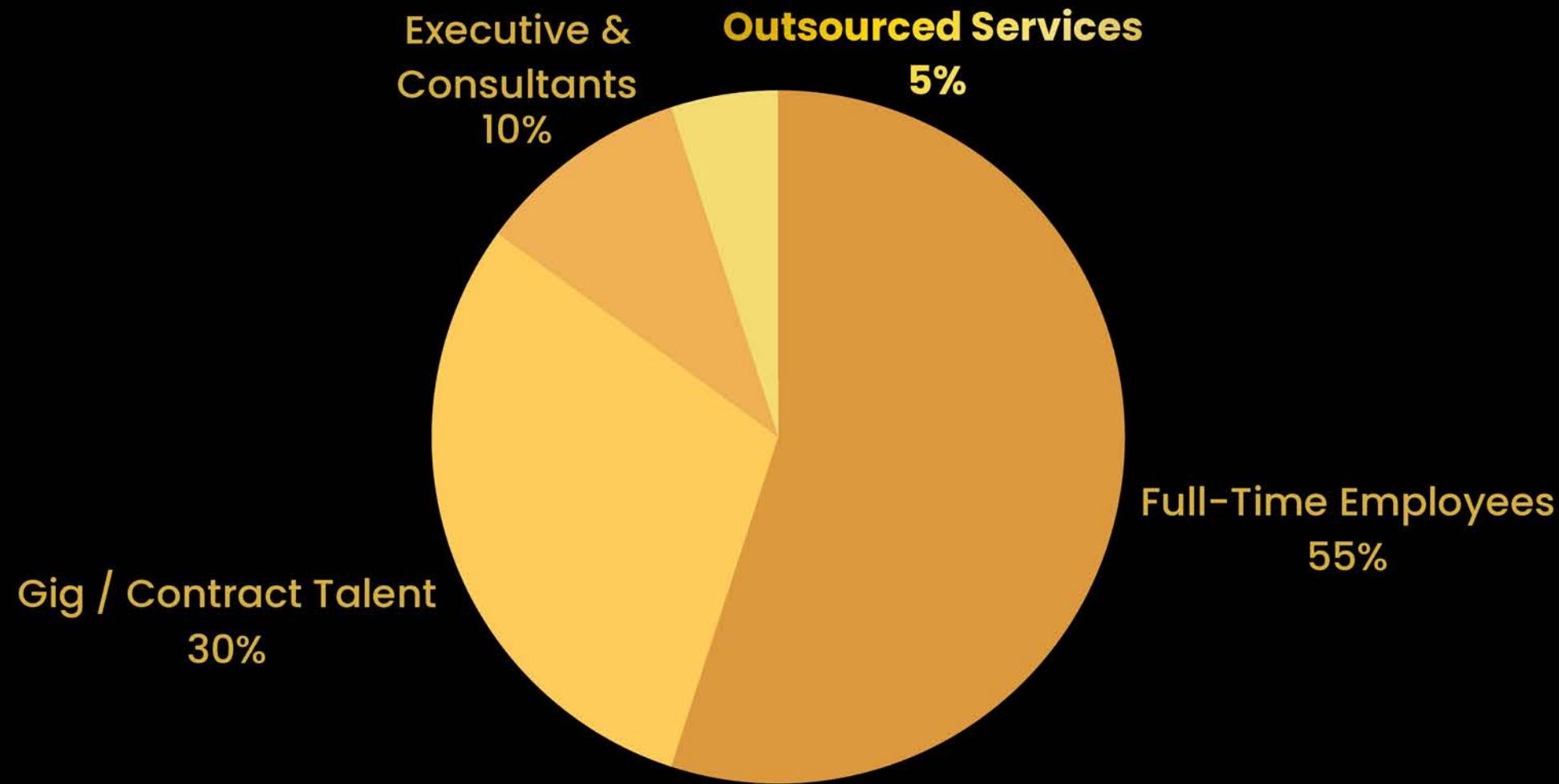
We champion the rise of a bold, future-ready workforce, not defined by age, but by adaptability, ambition, and global readiness.

Ann is fiercely passionate about unlocking the potential of emerging talent while bridging generational capability across organizations.



# WORKFORCE MODELS TODAY

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Illustrative synthesis from global workforce trends (McKinsey, Deloitte Human Capital reports, 2023, 2025)

The chart shows the distribution of workforce types used by modern organizations, highlighting the accelerating shift toward hybrid, gig, remote, and cross-border workforce models.

- Traditional full-time models are being complemented by project-based, remote, and distributed teams.
- Hybrid structures allow companies to scale expertise on demand while maintaining core stability.
- Professionals are increasingly choosing flexible, cross-border, and portfolio careers that prioritize mobility, growth, and autonomy.

*The modern workforce is no longer linear. It is dynamic, and both companies and individuals must adapt to remain relevant.*



# MARKET OPPORTUNITY

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The global shift toward distributed work, cross-border expansion, and lean operating models has accelerated demand for integrated workforce and business solutions.

- Organizations today require more than talent acquisition. They need: Strategic workforce architecture, compliant payroll and compensation systems, market entry and business setup support, scalable HR and operational infrastructure and multidisciplinary business solutions across finance, sales, and growth.
- At the same time, professionals are seeking structured global career pathways, access to cross-border opportunities, mentorship and leadership development, flexible and project-based work models, career ecosystems that offer progression, not just placement.



This dual demand creates a powerful market opportunity.

# IMPACT OF AGILE HR MODELS

Metric	Traditional HR	Agile HR Model
Average Time to Hire (Days)	60	30
HR Cost Reduction (%)	0-5%	30-40%
Workforce Flexibility Index	Low	High
Scalability Speed	Slow	Fast

- The chart shows the performance comparison between traditional HR models and agile, digital-first HR approaches.
- Companies adopting digital and flexible HR models consistently outperform traditional organizations on speed and cost efficiency.
- As organizations expand across borders and operate with leaner structures, integrated, virtually enabled workforce and business solutions are no longer optional, they are a strategic advantage for companies seeking to scale faster, operate efficiently, and remain globally competitive.

Source: McKinsey & Company – Future of Work and Agile Organizations insights; Gartner HR Research,2023,2025.

# TALENT

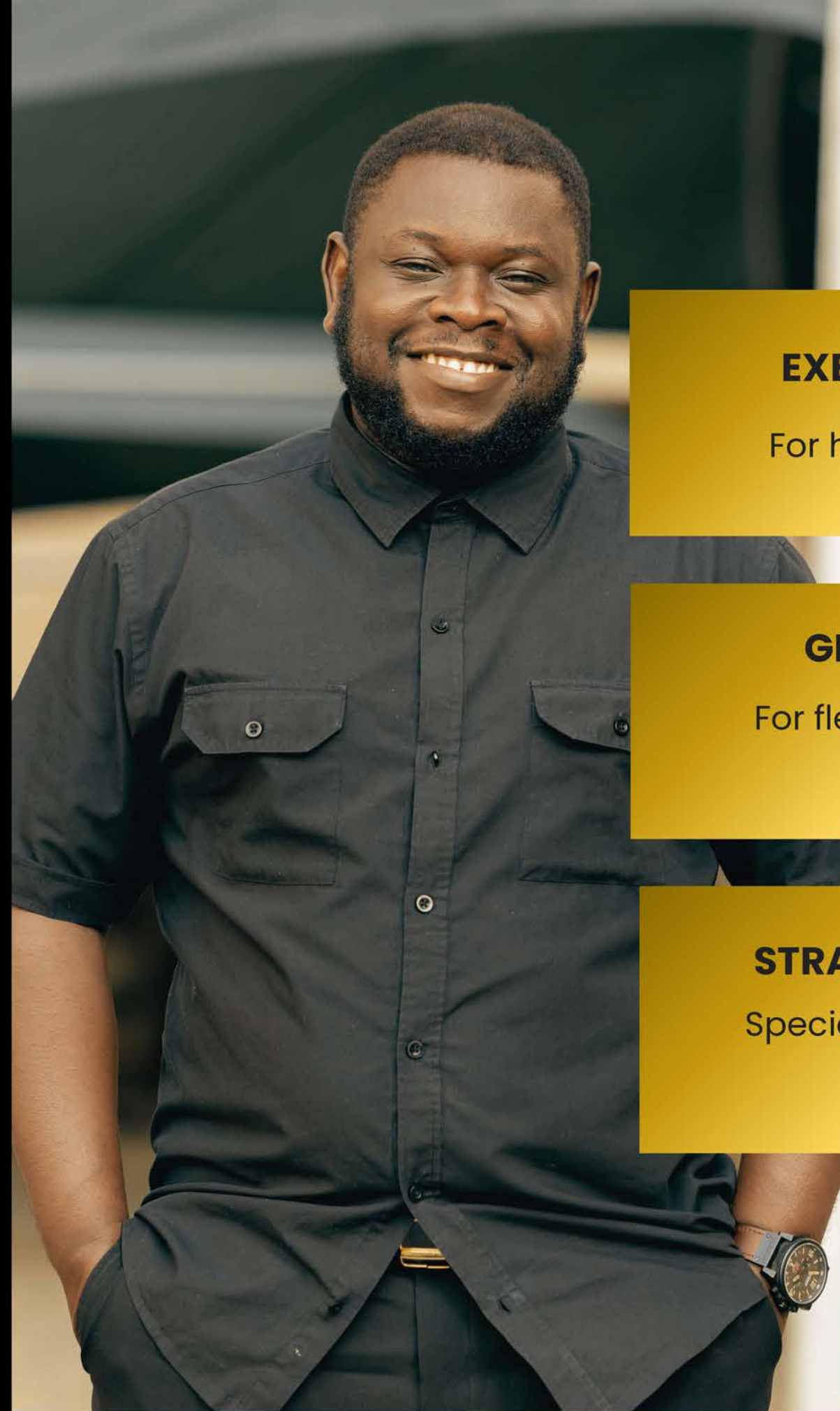
*Access Africa's Most Diverse Talent Pool.*

Scaling in Africa is complex, but Vanguard Talent makes it seamless by connecting you to a multidisciplinary pool of strategic talent through our virtual-first, borderless, HR ecosystem.

We bridge the gap between organizational goals and best-in-class expertise through three core pillars: Executive Search, Gig Workforce placement, and Strategic multidisciplinary roles.

*Looking To Hire Strategic Talent? Email Us*

 [talent@vanguardtalentgroup.org](mailto:talent@vanguardtalentgroup.org)



## **EXECUTIVE SEARCH**

For high-level leadership.

## **GIG WORKFORCE**

For flexible, project-based scaling.

## **STRATEGIC PLACEMENT**

Specialized multidisciplinary roles.



# CAREERS

**CAREERS AREN'T BUILT BY CHANCE.  
THEY'RE BUILT BY STRATEGY.**

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At Vanguard, we not only connect you to strategic roles, we also position you for advancement.

Through mentorship, leadership development, cross-border opportunities, and access to a global professional ecosystem, we help you sharpen your expertise, expand your visibility, and accelerate your growth.

*Want To Unlock Your Next Level? Email Us*

 [careers@vanguardtalentgroup.org](mailto:careers@vanguardtalentgroup.org)

# NETWORK OF PROFESSIONALS

We are building a dynamic network of talented multidisciplinary professionals across Kenya, Africa and global markets to support clients through strategic advisory and execution.

As a network professional, you gain vetted opportunities with startups, SMEs, and growth stage businesses, structured revenue generating engagements, cross-border project exposure, enhanced credibility, collaboration with high caliber peers, and the chance to contribute to purpose driven initiatives that strengthen Africa's entrepreneurial ecosystem.

*Join The Vanguard Professional Network. Email Us - [careers@vanguardtalentgroup.org](mailto:careers@vanguardtalentgroup.org)*



# VIRTUAL SOLUTIONS

Our virtual-first delivery model enables organizations to build, manage, and scale teams and operations seamlessly across borders, while empowering professionals to access global opportunities, meaningful work, and structured career growth.



## BORDERLESS TALENT & WORKFORCE ACCESS

On-demand access to vetted executive, professional, and gig talent across multiple markets through a centralized digital ecosystem.



## DIGITAL HR & WORKFORCE OPERATIONS

Payroll, compensation, compliance, and workforce management solutions delivered seamlessly across distributed teams.



## PLUG-IN ADVISORY & BUSINESS SUPPORT

Instant access to multidisciplinary experts and careers across HR, finance, operations, marketing, CX, and strategy to support scaling organizations globally.

# INDUSTRY EXPERTISE

Our experience spans talent strategy and HR operations across: Financial Services, Technology & Digital Businesses, Professional Services, SMEs and High Growth Startups and, NGOs and Development Organizations.

## CORPORATE & COMMERCIAL SECTORS

Financial Services  
Technology & Digital Businesses  
Professional & Business Services

## GROWTH & INNOVATION ECONOMY

SMEs & Startups  
Multinationals expanding into Africa  
Remote-first and digital-native companies

## IMPACT & DEVELOPMENT SECTOR

NGOs & Development Organizations  
Government & Public Sector  
Cross-border programs



# WHY WE WIN

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We unite multidisciplinary business expertise, HR strategy, workforce architecture, and a borderless virtual delivery model into one integrated ecosystem.

Powered by deep market intelligence and a global professional network, we enable organizations to build compliant operations, strengthen commercial foundations, and deploy high-impact talent across markets with speed and precision.

At the same time, we empower ambitious professionals with structured access to opportunity, mentorship, cross-border mobility, and leadership advancement.



*Organizations scale faster. Professionals rise faster. That convergence is why we win.*

# SUSTAINABILITY

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*We are committed to lifting Others as We Rise*

We believe sustainable growth requires equipping the next generation of founders.

Our Selection Criteria: We specifically support SMEs, MSMEs, and early-stage startups (less than 5 years of age). We chose this demographic because the first 60 months are the critical survival window where a lack of strategic framework often leads to failure.

Most startups at this stage cannot afford high-level advisory, creating an "execution gap" that we are committed to closing.

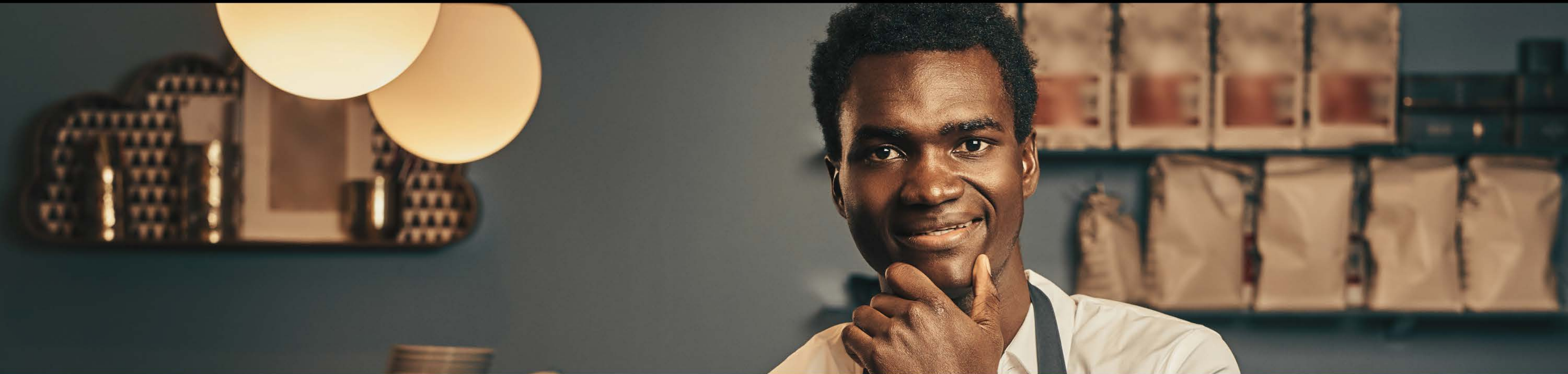


# SUSTAINABILITY

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The Challenge & Reward: Each month, founders share their growth journeys with our community. The most impactful venture receives:

- One Full Month of Pro-Bono Advisory: Direct access to executive-level strategic guidance.
- Cross-Functional Support: Integrated help across HR, finance, operations, marketing, and growth strategy.
- Implementation Support: We don't just give advice; our multidisciplinary network helps you execute the frameworks needed to scale and succeed.



# MENTORSHIP

We not only prepare talent for the future, we also actively build it. At Vanguard we guide, equip, and position the next generation for success.

*Apply for Mentorship Today or Partner as a Mentor. - [admin@vanguardtalentgroup.org](mailto:admin@vanguardtalentgroup.org)*



## HIGH SCHOOL MENTORSHIP

We support students at the most critical decision-making stage by:

- Guiding subject and course selection for future success.
- Assisting with university applications and placement.
- Providing career path clarity aligned with strengths and market demand.
- Offering early exposure to real-world career possibilities.



## CAMPUS & GRADUATE MENTORSHIP

We bridge the gap between education and employment through:

- Market readiness training and professional orientation.
- Access to attachments, internships, and graduate trainee programs.
- Practical workshops on CV writing, personal branding, and interview skills.
- Direct connection to industry mentors and career opportunities.

# LEADERSHIP ENDORSEMENTS

Voices from leaders who have worked with our Founder.



**Dr. Julius Kipng'etich**

**Group Chief Executive Officer, Jubilee Holdings**

*Ann is a transformational leader who is constantly shaping the future of work! She played a pivotal role in strengthening our culture and talent pipeline, positioning Jubilee as a leading incubator for the next generation of leaders in East Africa.*



**Deon de Swardt**

**Managing Partner, Africa People Advisory Group**

*Having worked with Ann on a complex project, I can confidently attest to her exceptional ability to bring clarity to complex environments, align diverse stakeholders, and consistently deliver remarkable results on high-stake projects.*

# LEADERSHIP ENDORSEMENTS

Voices from leaders who have worked with our Founder.



**Tunji Adeniyi, MBA, Ph.D**

**Chief Executive Officer, Tunji Adeniyi and Associates Limited**

*Ann's leadership was instrumental in establishing UBA's operations in Kenya and Mozambique, demonstrating her exceptional ability to build and scale organizations.*



**Mongina Mokaya**

**Taxation, Sustainability and Finance Reporting Expert**

*Ann's mentorship and guidance has had a profound impact on my professional growth. She leads with empathy, intention, and she has a genuine commitment to developing people, creating an environment where individuals feel supported to grow and succeed.*



*The future of business is agile and sustainable.*

*The future of work is borderless.*

*The future of growth is impact.*

*We are that future!*



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**WE'D LOVE  
TO HEAR  
FROM YOU**



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<http://vanguardtalentgroup.org/>



Nairobi, Kenya.



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- **Company looking to scale** - [clients@vanguardtalentgroup.org](mailto:clients@vanguardtalentgroup.org)
- **Professional looking to advance career or join network** - [careers@vanguardtalentgroup.org](mailto:careers@vanguardtalentgroup.org)
- **Looking to hire strategic talent** - [talent@vanguardtalentgroup.org](mailto:talent@vanguardtalentgroup.org)
- **Applying for the Impact Challenge** - [admin@vanguardtalentgroup.org](mailto:admin@vanguardtalentgroup.org)
- **General Inquiries** - [info@vanguardtalentgroup.org](mailto:info@vanguardtalentgroup.org)



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**One Unified Ecosystem Powering Your HR and Business Solutions.**

*HR Solutions / Strategic Talent Management / Gig Workforce / HR Advisory & Operations / Business Setup & Compliance / Career Opportunities*