



CLIENT STORY

Number 1 fastest growing software company on the Inc. 500, providing an open source cloud based content management platform to deliver scalability, security, and high performance.

WHAT THEY NEEDED:

- At 175 people, they were continuing to experience high growth.
- Needed to hire faster.
- Wanted to build their own internal recruiting team which would take some time.
- Large portion of hiring needs were an extreme niche, plus they could not recruit from partner/client list, which included over 1200 companies. This was a very "tight and closed community" and their initial feeling was it could only be recruited for by the technologists themselves.

WHAT WE DID:

Saved Time

- Provided full service on-site solution as the company grew from 175 to 275+ over 9 month period-- bridged the gap during their internal recruiting team build out
- Recruited and hired their recruiting manager to eventually take over for our team

Saved Money

- Candidates located throughout the domestic US – to save travel cost we arranged for prospects to meet hiring managers at National User Conferences
- Leveraged the clients underutilized internal database to engage candidates that were previously unengaged

Higher Quality Hires

- Customized the screening process to ensure quality in assessments
- Overcame the perception that our client was out of the reach of most Drupalists
- Many knew of the firm but most felt their skills were not suitable to actually seek employment with them (Founder of firm was also the inventor of the Drupal platform)

Enhanced Brand Awareness

- Researched and penetrated geographic pools of Drupalists
- TR Team worked around "hands-off list" through identification of independently employed Drupalists
- Developed relationship building process - generated interest of previously independent resources ("lone wolves") to consider employment with our client
- We learned the "space", built relationships in the community and eventually were recognized as subject matter experts
- Relationship building within the community - user group, professional organizations (Drupal.org) and national user conferences (DrupalCon)
- Created messaging that generated interest, intrigue and continued to increase brand awareness for client