



How does Europe's fastest-growing mobile gaming company build their engineering team?

Peak Games is one of the most exciting technology companies in Turkey operating on a global scale and it's growing at a rapid pace. We learn how this leading mobile gaming company leverages Stack Overflow Talent to build their engineering team. Peak Games is always on the lookout for talented developers and we find out what it is they do to maintain their dynamic team culture.

A case study by  **stackoverflow**
TALENT

THE CHALLENGE

Recruiting Technical Talent

Turkey is a relatively small market for technology companies and the speed of Peak Games' growth was creating challenges in recruiting technical talent. The problem they faced was a lack of developers for the number of roles they had open. It was a struggle to find engineers who demonstrated the deep technical skill sets which they required.

Peak Games have a global user base, yet surprisingly their team is rather small. They have around 100 people in total, of which 46% are software engineers. As a company they strive to be unique and push the boundaries of everything they do. Therefore, it was important that they hired people who wanted to progress and learn new skills. Eda Azaroglu, HR Director at Peak Games, said: *“For Peak, it’s not just about finding engineers with the right experience. It’s also about finding someone who’ll fit in culturally with our team as we constantly seek to learn and touch new technologies.”*

Engineers at Peak Games are working on new and challenging problems every day which affect millions of users. Having the right enthusiasm for the job is an essential requirement.



“

Using Stack Overflow Talent has helped us identify available talent with the right blend of skills and a ‘can do’ attitude

”

THE SOLUTION

Sourcing & Attracting the Right Talent

Using Stack Overflow Talent allowed Peak Games to interact with technical talent worldwide. Because they had no limit on the number of developers they were looking to hire at any given time, using this platform enabled them to receive applications from all over the world – a huge benefit for a company which has a relatively small home market for technical talent.

As a result, Stack Overflow Talent gave Peak Games the ability to source the right talent from a global pool, rather than simply looking for developers closer to home. They offer a fast-paced and dynamic working environment for both local and international talent. Peak Games believe that only the best people working in harmony can create the best products. They’ve now grown their existing engineering team by 5% with many of their candidates saying they applied for the job through Stack Overflow. Eda said *“Using Stack Overflow Talent has helped us identify available talent with the right blend of skills and a ‘can do’ attitude.”*



How Peak Games Uses Stack Overflow Talent

Peak Games decided to list jobs on Stack Overflow Talent because they're aware that it's the world's most trusted website by developers. Eda said: *"Stack Overflow Talent is great at helping us attract technical talent because their reputation amongst the engineering community is so strong. When candidates see our job postings on Stack Overflow Talent they sit up and pay attention."*

Their use of a company page allowed them to showcase their benefits and attract developers to their job listings. It was important to them that they communicated their culture. Although they have grown rapidly in the last five years their startup ethos still remains the same; offering employees great benefits so they're happy in their jobs.

“

Stack Overflow Talent is great at helping us attract technical talent because their reputation amongst the engineering community is so strong

”

How Does Peak Games Grow & Retain Their Team?

Include the development team in the hiring process

Peak Games appoint a hiring manager for every vacancy. Each hiring manager is typically a technical team leader and is involved throughout the 6 stage hiring process. This means that they understand the value of recruiting developers through Stack Overflow. Their involvement ensures that candidates have the right skills and are a cultural fit with the team.

Build a positive team environment

Peak Games continue to build a collaborative team culture. It's very important that their engineers continue to learn and grow together as well as be open to other opportunities. They run internal Hackathons where developers spend 3 days working on projects of their choice and then present their demos to the whole company. This fosters creativity and in turn demonstrates there are further opportunities within their roles.

Encourage their team to learn new skills

All developers are given the opportunity to learn new skills, attend relevant conferences across the world and pursue their personal goals. Eda said *"That keeps our teams fulfilled and ensures that Peak is well set to adapt to the constantly evolving market for our products."* Peak Games run their own annual conference called [Istanbul Tech Talks](#) where they invite 10 global speakers to talk about mobile and other technologies.

Offer great benefits

Peak Games offer great benefits to their employees. Good meals are available all day in their cafeteria and many outdoor activities such as camping, staff dinners, *"Peaknic"* and movie nights are open to all employees. For their expat members, relocation packages are available.



[Stack Overflow](#) is the largest, most trusted online developer community for developers to learn, share their knowledge, and build their careers. More than 50 million professional and aspiring programmers visit Stack Overflow each month to help solve coding problems, develop new skills, and find job opportunities.

Founded in 2008, Stack Overflow partners with businesses to help them understand, hire, engage, and enable the world's developers. To learn more about Stack Overflow's business solutions - technical recruiting, advertising, market research, and enterprise knowledge sharing visit [business.stackoverflow.com](#).



Founded in 2010, Peak Games is already a household name in the mobile gaming industry, with over 30 million monthly active users and ten million daily users. It was recently cited as one of the five most important social gaming vendors in the US market by analyst firm Research and Markets.

Peak Games has successfully built a global user base for its casual and board genre games, which are developed for mobile platforms. In total, it serves gamers in more than 150 countries and over 275 million fans have installed at least one of its products.