

# Creating a Culture of Recruitment



February 12<sup>th</sup>, 2026



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SECTION No: /01

# Today's Sponsors

# /01

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# Pinpoint

Pinpoint is the ATS that makes complex hiring simpler.

From desk-based to deskless hiring, early career to executive search, Pinpoint supports multiple hiring processes in one powerful platform, with built-in tools to identify and use the hiring channels that work best for you.

Built for flexibility, control, and ease of use, it helps teams hire across roles, regions, and brands—faster, smarter, and without compromise.

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# Pinpoint

Hiring doesn't have to start from scratch each time you open a new role.

Our session sponsor, Pinpoint, has created a 5-step guide to building Talent Pools to keep a track of the best candidates already in your system.

[View the guide](#), with recommendations on how you and your hiring managers can nurture talent until they're ready for their next role. You can also read how River Island engages their hiring managers across multiple locations in [their case study](#).

Pinpoint also offers The Launch Collective members two months free access to Pinpoint as part of a 12-month contract. If you'd like to find out more, get in touch with them [here](#).

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Strive build world-class go-to-market teams for some of the most disruptive, Venture Capital Backed tech companies, all over the world.

Our team has successfully hired for some of the hottest vendors across the US and EMEA, backed by the likes of Sequoia, Insight Partners, A16Z, Accel, Index, Intel, SFV, GV, Craft, Boldstart, NEA, CRV... the list goes on.

Strive don't just place people, they build entire teams.

Learn more [here](#)

SECTION No: /02

# Today's Guest Speaker

# /02

# Thank you to our Guest Speaker!



## Anna Taylor

Director of Global Talent Acquisition at  
Semperis

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# Creating a Culture of Recruitment

# /03

**Scaling from 150 to 600+ by Making Hiring Everyone's Job**

**Semperis**

**Anna Oren Taylor**  
**Director, Global Talent Acquisition**  
**Semperis**



# Why a “Culture of Recruitment” Matters

- TA alone can't scale
- Hiring is a leadership responsibility

*“TA alone cannot scale a company. Culture does.”*

# What It Is / What It Isn't

- IS: Leaders sourcing, networking, advocating
- ISN'T: HR events or referral bonuses alone



# Semperis Growth Story

- 150 → 600+ employees in 4 years
- Lean TA team
- Focused Tech Stack
- Global scale without lowering the bar

**4x**

Company Growth

**150 → 600+**

Employees

**23 Countries**

Global Scale

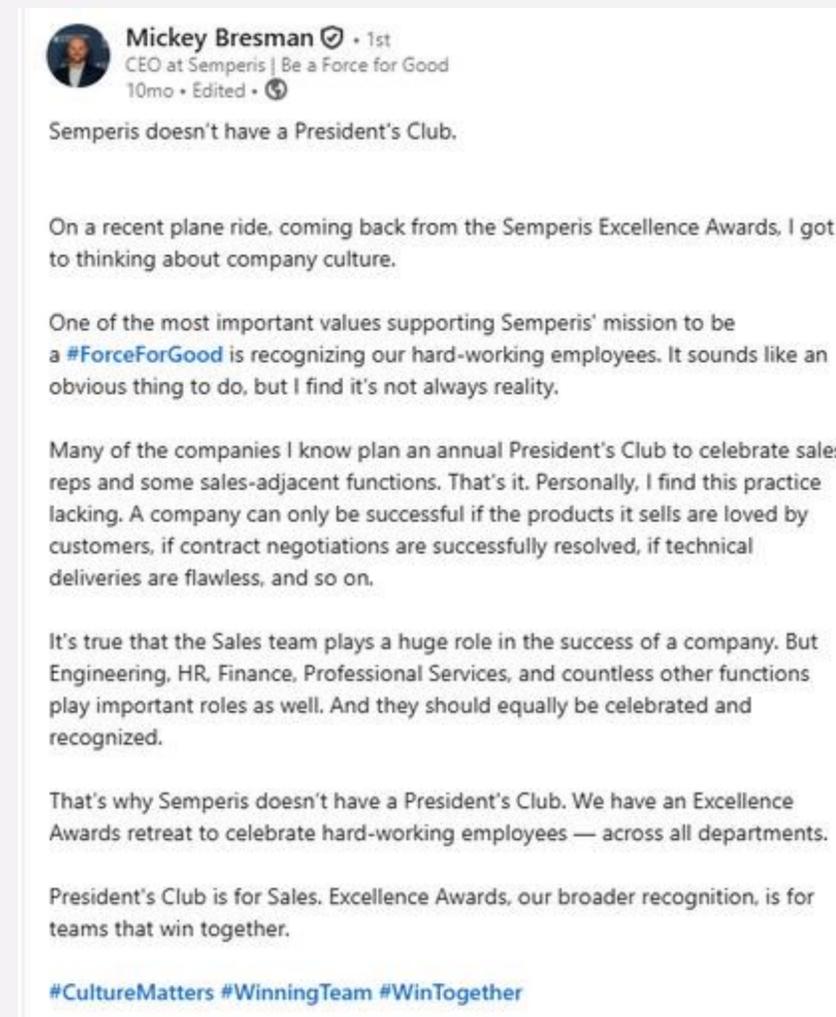
# TA as an Enabler

- TA = architect & coach
- Leaders own pipelines
- Hiring success is shared

*“TA should be the multiplier, not the bottleneck.”*

# Executive Buy-In

- Hiring discussed at Exec level
- Leadership visibly involved
- Talent = business strategy



**Mickey Bresman** ✓ • 1st  
CEO at Semperis | Be a Force for Good  
10mo • Edited • 🌐

Semperis doesn't have a President's Club.

On a recent plane ride, coming back from the Semperis Excellence Awards, I got to thinking about company culture.

One of the most important values supporting Semperis' mission to be a [#ForceForGood](#) is recognizing our hard-working employees. It sounds like an obvious thing to do, but I find it's not always reality.

Many of the companies I know plan an annual President's Club to celebrate sales reps and some sales-adjacent functions. That's it. Personally, I find this practice lacking. A company can only be successful if the products it sells are loved by customers, if contract negotiations are successfully resolved, if technical deliveries are flawless, and so on.

It's true that the Sales team plays a huge role in the success of a company. But Engineering, HR, Finance, Professional Services, and countless other functions play important roles as well. And they should equally be celebrated and recognized.

That's why Semperis doesn't have a President's Club. We have an Excellence Awards retreat to celebrate hard-working employees — across all departments.

President's Club is for Sales. Excellence Awards, our broader recognition, is for teams that win together.

[#CultureMatters](#) [#WinningTeam](#) [#WinTogether](#)

# Building Leadership's Recruiting Muscles

- Ideal candidate profiles
- Spotting talent early
- “Always Be Recruiting”

*“TA as teacher, strategist and true business partner”*

# Results

- Winning Candidates
- Better referrals
- Stronger employer brand



Quality of Hire



Referral Rate

# How to Start Tomorrow

- Pilot one team
- Train leaders
- Celebrate recruiting behavior

You don't scale by hiring faster. You scale by making everyone care who joins next. You scale by raising the bar together.

Thank you for being here!

Anna Taylor

[Annat@Semperis.com](mailto:Annat@Semperis.com)

<https://www.linkedin.com/in/annaorentaylor/>

