

CASE STUDY

"Supporting a client's rapid growth"



SITUATION:

The client, a prominent American subscription video-on-demand leader under a globally recognized family brand, boasts over 230 million users worldwide and has now surpassed Netflix as the largest streaming platform. In the midst of a remarkable growth year in 2022, they faced a surge in requests for additional engineers from their streaming business unit stakeholders. However, they struggled to meet this demand due to their use of specialized technologies that made it challenging to find available engineers.



CHALLENGE:

Despite having a substantial talent acquisition team comprising over 60 recruiters in the US, the client struggled to meet stakeholder demands. They prioritized roles that could be filled quickly, creating a need for a partner to assist with specialized and challenging positions in backend engineering, data engineering, and machine learning. These roles were crucial to their growth, given their rapidly expanding user base.



SOLUTION:

Following our introduction to the client via a specialized community and becoming their primary vendor in December 2021, we initiated a mission to support the client in expanding several of their key business units. We collaborated closely with their engineering leadership stakeholders, Talent Acquisition executives, and their broader team. Our strategy aimed to maximize direct hires with specialized expertise while supplementing with contractors for urgent, critical roles. Leveraging our extensive global talent network played a pivotal role in achieving this goal.



CONCLUSION & RESULTS:

To date, we've facilitated the recruitment of 29 full-time engineers during a 9-month hiring initiative for the client. Our assistance extended to vital domains like Marketing, Growth, and customer acquisition. Additionally, we aided in team expansion by placing 16 contractors, a significant portion of whom continue to work for the client. The client regards us as one of their top technology staffing partners, with the Talent Acquisition executive consistently endorsing our services within the organization.

