

Case Study



CASE STUDY: Scaling a tech team for a VC Backed Fintech

A rapidly growing VC-backed fintech business had substantial pressure to grow their tech department by circa 40 heads over a 6 month period. They operate in what some would call the 'sub-prime' lending space and as such, they were struggling to attract as many candidates as they would have liked. Their products were also white-labelled, so candidates did not have an awareness of the business in the market.

Solution

Fast mobilisation was very important, within Week 1

- Key members of the project team went onsite to understand the office environment in more detail, in order to be able to position the realities of office attendance well.
- They took the time to meet with all relevant stakeholders, understand the journey the business was on, and the more altruistic mission of the business. This meant a compelling narrative could be taken to market.
- The creation of a comprehensive 'candidate pack' which served as invaluable marketing collateral that included the business journey, job descriptions, application process, benefits, etc.
- Candidate microsite was created with full information of employer value proposition
- Candidates were tested for cultural and technical fit before offer

Due to the time sensitive nature of this piece of work, a strict project timetable was put in place and an agreement of sourcing, interview and offer dates ahead of time helped to forecast as accurately as possible to the investors.

Weekly calls took place with the stakeholder team to highlight and mitigate any new risks, identify any blockers and highlight success stories.