

CLIENT CASE STUDY:

How we supported building a high-performing sales team for a boutique Canadian technology provider

- CLIENT'S CHALLENGE
- OUR APPROACH
- THE RESULTS

CLIENT'S

CHALLENGE:

In 2021, a Canadian boutique technology provider set ambitious growth targets, aiming to scale its North American operations rapidly. With a team of just over 300 employees, they set out to **triple their headcount** within 2 years.

They needed to hire **3-4 Programmatic Traders, Account Managers, and Technical Analysts** every month for a period of 12 months.

With high-volume hiring and tight budgets, our client's challenge was to source top talent while **optimizing recruitment costs**.

OUR APPROACH:

We recommended the client using our **Gold product**, which provides a dedicated full-time team for large-scale hiring.

Acting as an **extension of their internal recruitment**, we supplied a Senior Consultant and two Delivery Consultants. The Senior Consultant managed stakeholder collaboration and client reporting, ensuring seamless execution.

Instead of per-placement fees, our client paid a **discounted monthly subscription**, maximizing cost efficiency.

THE

RESULTS:

We delivered monthly reports on recruitment performance, market insights, and our client's employer perception.

In 2021, we interviewed **1,100 candidates**, submitting a total of 198 – **186** of whom advanced to interviews.

Over 12 months, we placed **43 hires** with an average lead time of just **12 days**, helping our client grow from 300 to **600 employees** in year one.

The sales team's expertise enabled revenue generation exceeding **\$100 million**.

CLIENT'S TESTIMONIAL:

“ Working with Digital Republic Talent was a game-changer for us. Their dedicated team seamlessly integrated with ours, delivering top talent month after month. They not only helped us scale quickly but also ensured we stayed within budget while meeting our hiring goals. The efficiency and quality of their service made a significant impact on our growth. Highly recommend them as a trusted recruitment partner!

”

VP of People

Boutique Canadian Technology provider

NEED HELP GROWING YOUR TEAM? GET IN TOUCH TODAY!



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