

Case Study:

Building an European IPTV team for an established US content provider

Situation

The client consisted of 120 staff across 2 offices in New York & San Francisco. With recent VC funding and a continued increase in sales the decision was to implement a rapid growth strategy with 2 key objectives; to penetrate new markets by opening an office in Western Europe and to on-board a team of 15 within 12 months.

The team of 15 included a leadership of 3, business development group of 5 and a technical division of 5. Individuals would need to be able to work in London and have experience in the content/digital media world. Specifically the leaders must have proven expertise in building an organisation in its infancy.

The internal US HR team saw the need to partner with a UK based recruitment company with a track record of assisting organisations grow into foreign territories. Furthermore the client needed immediate access to the UK content market with a focus on IPTV and VoD.

Solution

The first step was to establish the primary business critical hires. This was determined by meeting the Executive Management team and prioritising 3 key Director-level positions.

Consol undertook an extensive research and identification phase focusing on UK IPTV vendors and content providers. Engaging with the Senior Management team, we analysed the skills landscape, researched each target firm and utilised targeted headhunting techniques to contact suitable passive job seekers.

Our team acted as an extension to the clients business, ensuring target candidates were compelled to consider our clients opportunity. Project management of an interview strategy in aggressive timescales, ensured we maximised the time of management teams and resulted in a swift hiring process.

The project took 8 weeks from engagement to acceptance and resulted in 15 hires.



ConSol Partners

Consulting Solutions in Partnership

Results

- 100% of hiring targets achieved on time and under budget
- Over 100 candidates, identified, screened and processed
- Management of 30 interviews yielding 15 hires over an 8 week period
- 100% of all offers accepted

Value

The net result was that the client was able to achieve their European presence and realise their revenue opportunity. The partnership methodology facilitated a swift response to requirements allowing an on-going global search of hard to find niche technical skills.

The Client successfully hired a team of IPTV candidates within the top 20% of the market place, without spending valuable time on hiring. The client enjoyed statistics of candidate submission to employment ratio of better than 80%.

By talking with over 100 individuals we were able to build awareness of our client's successes to the general market in addition to corporate marketing strategies. This helped create a market perception that our client who had only just entered the UK market has delivery capability through increased headcount.