



reesmarXGLOBAL

Global Recruitment x Business Expansion

## CASE STUDY

BESPOKE RECRUITMENT SERVICE  
TO ACHIEVE GLOBAL GROWTH AT SCALE  
FOR AN AMERICAN CYBERSECURITY  
COMPANY



Let's Go Global,  
Together!

## INTRODUCTION

Headquartered in the US with offices and employees around the world, our client has 1,500+ clients, 800+ employees, \$200M+ revenue, and the world's largest holdings of interconnected threat data. Holding numerous awards and recognitions, their average annual revenue growth has been 50% year on year for the past five years.

With rapid expansion and post-covid demand for talent worldwide, our client saw an opportunity to partner with reesmarxGLOBAL to achieve business-critical hiring targets at speed and scale. A combination of RaaS and Retained Search resulted in a successful global partnership and effective delivery model, saving considerable management time and resources.



**CLIENTS**  
**1,500+**



**EMPLOYEES**  
**800+**



**REVENUE**  
**\$200M+**



**REVENUE GROWTH**  
**48% ANNUAL**

## THE CHALLENGE

When human expertise is at the heart of your business, and you are expanding rapidly, you need the best talent and an agile recruitment strategy. Like many successful global organizations, our client faced the challenge of competition for talent in its local markets, including:





Providing a responsive service was challenging with a high volume of over 60 open roles across functions, including Sales; Presales; Professional Services; Marketing; Operations; Research; Training and Development in over 12 countries. The diversity of new hires required regional expertise and significant resources, which was costly and burdened an already overstretched HR team.



*"We were faced with a challenging situation hiring in our EMEA region. The talent team was in a transition period where resources did not meet our hiring demand. Our SVP of People, who had worked with reesmarxGLOBAL on a similar project, suggested we partner with them."*

*Director, Global Recruiting*

## THE SOLUTION

The decision to work with reesmarxGLOBAL was driven by their proven market record, expertise, and ability to offer a truly bespoke solution. Following several discovery meetings, a proposal was agreed upon to adopt a hybrid recruitment solution to ensure all aspects of their needs were met.

1

**RaaS:** dedicated 'virtual on-site' resources to support all disciplines and regions in managing their existing pipeline, speed up and enhance the candidate experience.

2

**Search:** market analysis, proactively identifying and attracting top talent for specific key roles and locations.



*"Lucky for us, reesmarxGLOBAL were able to provide an immediate, customized solution that allowed us to continue hiring at scale without disrupting the business, all while receiving unsolicited positive feedback from candidates and hiring managers."*

*Director, Global Recruiting*

Their global expertise, specifically in EMEA and APAC, as well as the ability to hire across a wide range of job functions, meant the team could hit the ground running and seamlessly bolt on to their internal processes by:

- Allocating dedicated on-site recruiters and single point of contact across the global account
- Quickly adopting their internal ATS and tools to provide a seamless service
- Meeting over 30 individual hiring managers to conduct a full needs analysis
- Managing the pipeline of existing candidates to ensure they remained in the process
- Providing timely updates and metrics to the internal team
- Enhancing communication with hiring managers to speed up time to hire
- Proactively identifying candidates for niche roles and challenging markets, for example, Sales Engineer in Japan

## THE RESULTS

The project's success had as much to do with the quality of the partnership between reesmarxGLOBAL and our client as the quality of the solution. The onsite team made sure they understood their requirements across divergent functions and internally to make sure everyone was aligned. Despite a competitive landscape and some very niche roles, reesmarxGLOBAL successfully delivered:

- ✔ **Recruiting efficiency** increased rapidly, resulting in twenty-six hires in 6 months.
- ✔ A **reduction in hiring time** due to the higher quality of shortlisted candidates resulting in a reduced interviewing effort.
- ✔ Deep expertise in local markets ensuring **increased competition** with other fast-growing companies vying for the best talent.
- ✔ **Increased acceptance rates** as a result of local insights and cultural nuances.
- ✔ **Increased brand awareness** across target talent pools through an enhanced candidate journey.
- ✔ Creative recruitment solutions **attracting passive candidates** for strong shortlists in niche roles.
- ✔ Exceptional project management to drive and push the internal process, **saving management time**.



*"We will undoubtedly be continuing our partnership with reesmarxGLOBAL, who make for an invaluable extension for any talent team. I can't recommend their services enough!"*

*Director, Global Recruiting*

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At reesmarxGLOBAL, we have been helping innovative, leading companies achieve rapid international growth by providing targeted global talent acquisition, resulting in the right talent in the right location at the right time. We help our clients look beyond their organization and pinpoint the skills they require to speed up their expansion process and push ahead of their competition.

For further information, visit [www.reesmarx.com](http://www.reesmarx.com).

