



reesmarXGLOBAL
Global Recruitment x Business Expansion

QUADIENT CASE STUDY

A GLOBAL RECRUITMENT PARTNERSHIP



**Let's Go Global,
Together!**

CASE STUDY BACKGROUND

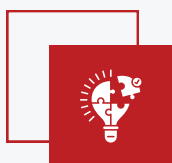
Quadient and reesmarXGLOBAL join forces to form a successful recruitment partnership on a global scale.

Quadient helps companies communicate with their customers and employees. They empower organizations to create stronger engagements with timely and relevant communications. A Neopost Digital Company, Quadient provides the means for business users to develop contextual, highly individualized communications across all channels that span the entire customer journey. A leader in customer communications, Quadient support over 1,600 clients and partners in banking, insurance, healthcare and service providers around the world.



BUSINESS CHALLENGE

Quadient's shift in strategy to extend their dedicated customer engagement teams into key accounts, combined with their service provider model, enabled the company to grow almost 20% year on year. This resulted in a need to realign their recruitment strategy and to source a recruitment partner who could deliver on multiple disciplines including sales, pre-sales and professional services as well as various levels from middle management to leadership roles. In addition, they needed to recruit across EMEA and APAC and with no internal recruitment team, this was proving to be increasingly time consuming and costly. They needed to find a recruitment partner to effectively act as an extension of their team in terms of positioning Quadient's strategy in the market place and attracting the best talent. There was no room for compromise in finding a solution to hiring these business critical roles.



GARTNER EVALUATED MORE THAN 15 VENDORS, AND IDENTIFIED QUADIENT AS A LEADER IN THE INDUSTRY FOR THE FOURTH CONSECUTIVE YEAR. REESMARXGLOBAL WANTED TO CONTRIBUTE TO THIS SUCCESS BY HELPING QUADIENT BUILD THE BEST GLOBAL TEAM POSSIBLE.

THE PARTNERSHIP NETWORK SOLUTION

The Partnership Network offers a flexible, cost effective and highly successful recruitment solution to single or multiple hires on a global scale. With reesmarxGLOBAL's head offices in the UK, USA and the Netherlands as well as numerous resourcing hubs globally, Quadient could be confident in reesmarxGLOBAL's ability to deliver exceptional results.

The process involved a very detailed briefing on defining the best fit for Quadient. What was essential and what was 'nice to have'? Discussions took place around the salary package and setting realistic expectations. In a candidate-led market, the importance of a timely interview process was also highlighted. Thorough selection by reesmarxGLOBAL ensured that candidates were assessed on their demonstrable relationship building with key accounts, proven success in complex selling, 'bottom up' and 'top down' selling capabilities, sales planning and their top tier potential. An exceptionally strong network of candidates, referrals, headhunting and various other resourcing strategies ensured high quality shortlists.



QUADIENT WANTED A RECRUITMENT PARTNER WHO NOT ONLY UNDERSTOOD SME TECH VENDORS AND HOW TO TARGET AND ATTRACT THE RIGHT SKILLS, BUT COULD DO SO ACROSS EMEA AND APAC. ONE SUPPLIER, ONE POINT OF CONTACT, TO DELIVER ACROSS ALL REQUIREMENTS WOULD VASTLY REDUCE THE ADMINISTRATIVE BURDEN ON THE SENIOR TEAM, ALLOWING THEM TO FOCUS ON DEVELOPING THEIR BUSINESS



We were 100% confident we could deliver in line with Quadient's expectations because it's core to what we do day in out at reesmarxGLOBAL. We have a strong focus on the technology sector and most of our clients are SME's in high growth mode. Our specialist resourcing team is exceptional, and we don't stop until our clients are satisfied.

Nick Gilmour - International Resourcing Director, reesmarxGLOBAL

THE RESULT

reesmarxGLOBAL's management of the project saved the Quadient senior team a significant amount of time and they could be confident that their opportunities were being represented accurately and professionally in the market. By working in partnership, the tangible benefits were clear:

- ✓ Reduced time to hire
- ✓ Excellent ratios of CVs to hire
- ✓ Successful delivery across multiple disciplines and locations within agreed timescales
- ✓ Creative recruitment solution attracting passive and active candidates for strong shortlists
- ✓ Cost effective recruitment solution with no variable costs
- ✓ Robust recruitment methodology at all stages and exceptional candidate management

Being able to recruit across all disciplines on a global scale saves a significant amount of time and having a single point of contact eases the recruitment process.

reesmarxGLOBAL recruited numerous roles including PSO Director DACH, VP North Europe, VP Sales APAC, Pre-Sales Manager APAC, Marketing Manager China, Accountant UK, Finance Manager EMEA, Sales Singapore, Sales Hong Kong, Pre-Sales Hong Kong, Accountant Singapore, PSO Director APAC, Sales Poland, Pre-Sales Nordics etc.

“ *Quadient has 4 core values: passion, excellence, performance and community. Our candidates need to share our values as do our partners and reesmarxGLOBAL has achieved that. Nick and the team are constantly fine tuning the process and adapting to our requirements so much so that our success rates have doubled. reesmarxGLOBAL's headhunting service and the speed at which they provide great profiles is impressive. They work hard to understand our business and realign their processes as our needs change.*

Ian Clarke – General Manager EMEA and APAC, Quadient

For further information, visit www.reesmarx.com.