



In partnership with  
**WUNDER TALENT**



**A once labelled Unicorn business with a value of \$1.5bn employing over 800 staff globally. Ve Global is a world-wide digital revenue optimisation company.**

**The Challenge** A whole new perspective

Ve had lost their Unicorn status. And with many redundancies in a short period of time, there was a backlash of negative news against the company. To add fuel to the fire, there was a market downturn due to the impact of Covid-19.

Inevitably, this meant that just sourcing and getting candidates to attend interviews - let alone take on a role - was like pulling teeth.

This called for new thinking and creative ideas. Reputation and culture is king when you want to attract the best talent out there. And Ve was competing for high-bar talent against better resourced players in the SaaS industry. This client needed support in a number of ways. Not least creating new processes, publishing positive PR, training internal team members and implementing a more strategic approach to growth.

No sweat - that's what we excel in. And an 8 week deadline for key hires?

Bring it on.



## The Solution Changing hearts and minds

WüNDER\_TALENT did its thing. Using our remedy know-how, we successfully attracted passive candidates who had been holding negative views of the company since the bad press, and hired for all open roles within the first two months. Next, we focused on perking up Ve's street cred in the market. We made sure that every candidate we'd placed left a positive review after their first 4 weeks of joining. And the CEO played their part in actively promoting the positive cultural transformation that was happening across the business. Great teamwork.

## The Result Revived, Refreshed, Reset!

17 fantastic new people were hired in the first eight weeks, including 3 senior hires, and 4 more positions opened up. Ve enjoyed a 100% acceptance rate. Each of these talented people will bring something special to the business as they bed in over the coming weeks, months and years.

With over £50,000 saved on recruitment fees, Ve now has a trained and upskilled in-house team working brilliantly (and more happily) with their new, improved hiring process.

To finish off the happy ending of our client's inspirational journey, in April 2021, Forbes featured Ve's CEO in an article titled "Pressing Reset - Putting A Fallen Unicorn Back On Its Feet".

No veterinary assistance needed for this unicorn - just a bit of WüNDER\_TALENT!

## Nice words from our client...

"Just how much of a priority Hiring and Onboarding is can be illustrated by the number of open positions we had. Across geographies and functions, we had over 15 open positions to fill. That's 15 open positions in a business of about 100, so we were looking to add 15% to our staff base in 2 months. Not an easy task.

Fortunately, we had some great help. WüNDER\_TALENT and their team became our in-house talent recruitment specialist and were like a dog with a bone seeking out great candidates for our open positions in engineering, sales and marketing."

# WüNDER TALENT

Ready to level up? Get in touch and we'll introduce you to a whole new world of fantastic people to propel your business forward.

Get In Touch