

CASE: Heavy Hiring Competition / Unknown IT Employer Brand

## Helping a Global Rideshare Company find Executive Engineering Talent in Silicon Valley

### Challenges

This client was looking to fill three senior tech leadership positions, including a Vice President of Engineering and two Senior Directors of Engineering. The business impetus for these new hires was the expansion of the India-based company's product offerings into Electric and Autonomous Driving vehicles. They chose to open a new location in Silicon Valley based on the area's reputation for top tech talent and the automotive industry's prominence. Some of **the specific recruitment challenges they faced included an undeveloped employer brand** in the United States, and a **limited talent pool due to heavy hiring competition**.

### Solutions

Motion Recruitment immediately activated the localized, Software recruiting team in San Jose and dedicated Talent Services team. The account lead met with the client stakeholder to conduct a comprehensive assessment of the job opportunity and hiring process and **identified several areas of targeted improvement: marketing of the job, sourcing quality and quantity**.

### Results

The client's executive team flew from India to San Jose to meet with Motion Recruitment. During this meeting, **Motion Recruitment consulted the client on the local market and shared a plethora of salary data**, educating them on offers being extended by their direct competitors. Motion also gained a better understanding of what they were looking for in a cultural fit. Following the meeting, the San Jose team leveraged their long-standing connections to build a strong pipeline of candidates. **On average, the client interviewed seven candidates per job** and ultimately filled all three open roles. Once all three roles were filled, Motion advised the client on which competitive benefits they should establish for their first United States hires.

## At A Glance

### Industry

Transportation

### Volume

3 Placements

### Positions

- Senior Director, Program Management
- Senior Director, Systems Engineering
- Vice President, Engineering

### Locations

- Palo Alto, CA

### Results

- Submits to Interview: 85%
- Candidates to Job: 7:1
- Offer Acceptance: 100%