

STRATEGIC EXPANSION AND TALENT CENTRALIZATION THROUGH A STATE-OF-THE ART TECH HUB



The strategic decision by our client, an online auction powerhouse, to establish a tech hub in Mexico represented a significant shift from relying on decentralized global contractors. However, centralizing tech talent and tapping into the vibrant tech ecosystem for permanent placement hires had its challenges. They needed a trusted partner to assist in sourcing and hiring top tech talent, managing a globally dispersed team, and streamlining their interview process.

Given the four-year track record of successful collaboration with TechBridge, along with our strong team in Mexico to navigate the complexities of the market and enhance operational and recruitment processes, the client felt confident in our expertise aligning with their vision.

THE CHALLENGE

- A highly decentralized network of agencies and contractors spread across the globe, leading to inefficiencies and a lack of cohesive strategy.
- The existing recruitment process was unstructured and lacked clear standards, making it difficult to rapidly scale the team while ensuring quality hires.
- The company had to navigate cultural and language barriers, which could potentially hinder the recruitment process and team integration.

THE SOLUTION

The TechBridge team, leveraging a deep understanding of the company's needs and the local market, implemented several key strategies:

- 1. Centralization and Team Building:** Beginning in December 2023, the team worked on centralizing operations and hiring talent to form a dedicated tech hub. Within three months, the team ramped up to 20, targeting 100 by the end of 2024. This initiative streamlined operations and facilitated better team cohesion and alignment. Key roles in DevOps, .NET, and data engineering were prioritized to match the strategic technology needs.
- 2. Streamlined Recruitment Process:** The recruitment process was overhauled to introduce more structure and efficiency. This included:
 - A reduced hiring timeline to three weeks through faster internal reviews.
 - A three-step interview process ensuring candidate reviews within 48 hours, followed by interviews with the hiring manager and team assessments.
 - The introduction of “two killer questions” aimed at quickly assessing candidate competency and fit, significantly improving the quality of candidates shortlisted.
- 3. Skill Development and Team Support:** Emphasis was placed on comprehensive candidate evaluations, valuing communication skills alongside technical expertise to recruit well-rounded talent.
- 4. Cultural Integration and Benefits:** Competitive salaries and benefits above the market average were offered to overcome language barriers and ensure smooth integration, effectively representing the organization's culture.

THE RESULTS

- Significant growth from 0 to 20 team members in three months, with a trajectory to reach 100 by the end of 2024.
- Revamped recruitment process has led to a more efficient hiring timeline, enhanced candidate quality, and alignment with the client's technological and cultural needs.
- The team's expertise, seamless integration of new members, and competitive compensation packages have been crucial.

TechBridge's approach to building a centralized tech hub highlights effective talent management and team scaling. By facing challenges with strategic planning and a focus on quality, a strong foundation has been built for a dynamic, agile tech hub to support the company's innovation goals.

Are you looking for a partner to provide a competitive advantage to your organization?

CONNECT WITH US 