



case study

# randstad revolutionizes a fintech's employer brand and doubles headcount.

## challenge

A fast-growing fintech company needed the right people to grow strategically. To make that a reality, they brought in a workforce expert from Randstad Technologies to reinvigorate the company's employer brand and add much-needed talent in leadership roles throughout the organization.

## solution

Randstad's representative immediately went to work learning about the business, its challenges and its leadership. Working consultatively with the company's CEO, our representative not only provided permanent placements at the director level and above, but prescribed strategic changes that helped bolster the startup's employer brand. Our rep also delivered insights into the bottom-line value of diversity, which influenced their approach to hiring.

## outcome

In less than a year, Randstad doubled the company's headcount and added full-time, mission-critical roles throughout the organization, including:

director of PMO	product manager
director of QA	QA engineer
senior SQL server DBA	scrum master
HR director	VP, product management

Further, we increased the diversity of the start-up's workforce substantially, making it more representative of the U.S. workforce at large, improving morale and retention and empowering the company to innovate through new, diverse perspectives. Our talent also proved critical to the start-up's success in surpassing its business goals for 2019.

In fact, the president of the company came to rely on our representative's guidance to the extent that he regularly invited the rep to company-wide town hall meetings.

## get in touch

Ready to learn how the experts at Randstad Technologies can help you grow your workforce and evolve your employer brand? [Get in touch](#), and a representative will reach out quickly.

© Randstad North America, Inc. 2020



randstad  
technologies

human forward.