

Case Study: Pacific Air Filtration

Company

Pacific Air Filtration (PAF) is a three-person startup developing new patented devices to improve indoor air quality while using less energy. They had recently raised over \$1M in funding to keep developing their technology and needed to find a high caliber engineer to join their team.

Problem

As a three-person startup still in development mode, they had a great technology but were competing with top-tier companies for top candidates. As a startup with no brand, online presence or resources, the right candidate had to be targeted and sold on the opportunity. This had to be done without incurring the costs associated with a traditional recruiting firm.

Solution

Recluta worked closely with PAF to define their ideal candidate profile, create a pitch that would be compelling to candidates, and got their recruiting process kicked off after only 2 calls. The process went as follows:

- 1) Recluta did an initial search and presented a first batch of 10 potential candidates. Out of which PAF approved 5 (**success rate: 50%**).
- 2) Recluta presented a second batch of 17 new potential candidates. Out of which PAF approved 13 (**success rate: 76%**). Notice the increase in the success rate between batch 1 and 2. This is a result of working with the client in batches to gather feedback and refine the profile needs.
- 3) Up to this point, Recluta had identified a total of 18 potential candidates that PAF found very attractive. However, the list was further refined and only 11 candidates were selected to be contacted.
- 4) Out of 11 candidates 3 were successfully engaged (**positive response rate: 27%**).
- 5) Recluta phone-screened and arranged the necessary calls between the 3 engaged candidates and PAF. Out of those 3 candidates, 1 was considered to be the ideal candidate.

Results

PAF extended an offer and hired a top-tier engineer in **29 days**.

"We used Recluta to hire a key technical position, and they found the perfect candidate for us in much less time than it would have taken us on our own, and they charged us half what a traditional recruiting firm would charge. After they found us the ideal candidate, Recluta helped us through the negotiation and offer process quickly and efficiently to make sure we secured the hire. Recluta's process and team is a winning combination!"

Larry Rothenberg, President at Pacific Air Filtration