

CASE STUDY

STRATEGIC TALENT ACQUISITION FOR A CLEVELAND-BASED STARTUP

TAILORED RECRUITMENT ENABLES RAPID GROWTH IN RPA STARTUP

Facing rapid growth and specialized hiring challenges, a Cleveland-based RPA startup partnered with Emerald Resource Group to build a high-performing team. Over 12 months, Emerald placed five exceptional candidates, including a CIO, enabling the company to scale operations and secure a competitive edge in the tech market.

Executive Summary

A fast-growing startup in the Robotic Process Automation (RPA) industry needed top-tier talent to support its expansion. Lacking brand recognition and facing the challenges of a competitive market, the startup turned to Emerald Resource Group. By placing five key hires over 12 months, the recruiter built a cohesive team that drove growth and innovation.

Client Challenges

- Struggled to attract specialized RPA talent due to limited brand recognition in a market dominated by established tech companies.
- Needed expertise across roles from junior developers skilled in RPA tools to executives with technical and leadership capabilities.
- Faced challenges balancing competitive compensation with startup budget constraints to secure top talent.
- Required rapid hiring to meet scaling demands and deliver on critical client projects.
- Risked weakening the company's collaborative culture during a fast-paced expansion.



Industry

The RPA sector is advancing rapidly, fueled by AI and automation innovations. Startups face challenges competing with larger, well-funded firms while navigating resource constraints. For Cleveland-based companies, success hinges on attracting top talent to seize local growth opportunities and drive innovation. With the right team, these startups can establish themselves as leaders in this evolving industry.

Approach

Emerald employed a focused approach to source candidates who aligned with the startup's technical skills and cultural values. Utilizing deep industry knowledge and showcasing the company's growth potential, the recruiter successfully attracted top-tier talent. A rigorous vetting process ensured every hire matched the startup's specific needs, while compelling storytelling about the company's mission and vision engaged and inspired high-caliber candidates.

Outcome

Through strategic recruiting, the startup successfully filled the critical roles, including a CIO and junior developers, within 12 months. Each hire brought essential skills and expertise, enabling the company to scale operations and strengthen its position in the RPA market.

- Struggled to attract specialized RPA talent due to limited brand recognition in a market dominated by established tech companies.
- Needed expertise across roles from junior developers skilled in RPA tools to executives with technical and leadership capabilities.
- Faced challenges balancing competitive compensation with startup budget constraints to secure top talent.
- Required rapid hiring to meet scaling demands and deliver on critical client projects.
- Risked weakening the company's collaborative culture during a fast-paced expansion.

These placements transformed the startup, enabling it to tackle business challenges with a well-rounded team.

The recruiter's expertise ensured a seamless hiring process, fostering long-term growth and positioning the company for sustained success in a competitive market.

Search Stats

- Placed five key hires within 12 months, including junior developers and a CIO.
- Delivered diverse placements across technical and leadership roles to meet growth needs.
- Successfully fulfilled 100% of the startup's hiring goals during the engagement.
- Ensured strong candidate alignment with the company's technical and cultural requirements.
- Built a critical team that enabled rapid business scaling and market growth.



About Emerald Resource Group

Emerald Resource Group specializes in connecting companies with exceptional IT talent. With over 30 years of experience, they focus on industries like software development, data analytics, cybersecurity, and infrastructure engineering. Emerald offers tailored solutions, including direct hire, contract, and RPO services, to help businesses thrive. Known for their commitment to quality and innovation, Emerald delivers talent acquisition strategies that align with clients' goals and drive long-term success.

www.emeraldresourcegroup.com