

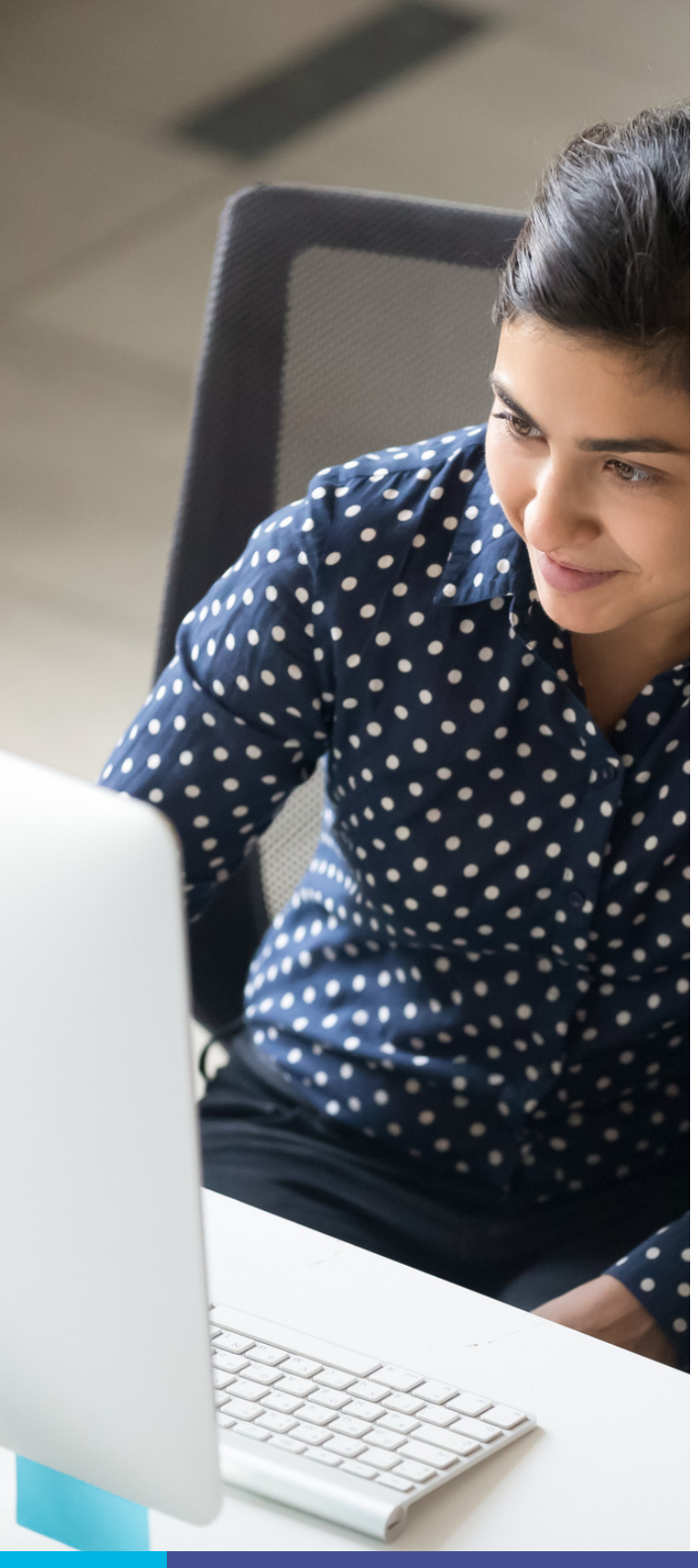
CASE STUDY

Building An Engineering Team

With A Dedicated Local Resource Partner

BERKLEY

Remitly
Promises Delivered



Introduction.

Founded in Seattle in 2011 by Matt Oppenheimer, **Remitly** is a global money transfer platform. The software is a mobile-first solution designed to help immigrants in developed countries send money back home to family and friends in developing nations.

Remitly currently handles more than €5.35 billion each year in transactions. Since the beginning of 2020, Remitly has more than doubled its reach in the number of available receive countries, from 49 to over 100. At the time of writing, Remitly has over 1,000 employees globally with plans for further expansion.

In 2020, Remitly set up an office in Cork, Ireland and has since has taken up residence in the state-of-the-art Penrose Dock development. This office oversees money laundering and anti-fraud operations along with financial regulatory compliance. Berkley has supported the growth of Remitly's Cork team through the successful placement of key individuals.

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Forming An Initial Partnership with Berkley.

In 2020, Remitly approached Berkley's Business & Technology Permanent Division to discuss building out a Software Engineering team for the new Cork office.

Specifically, they needed support with recruiting a Team Lead as well as multiple Software Engineers.

The Challenge.

As this recruitment drive took place at the height of the COVID-19 pandemic, our consultants were instructed to source locally-based candidates who would be willing to work remotely.

Another consideration was the company's diverse tech stack. Our team was tasked with sourcing "generalists" with experience across numerous languages and frameworks.

The required technical skillsets also included the recently released programming languages - Go and Kotlin.

Strategy.

Berkley devised the following strategy after conducting an in-depth and methodical **market analysis** which mapped key organisations and identified key target candidates, referrers and sources of information.

Targeting Active & Passive Candidates.

Berkley proposed a strategy that brought together ‘under the radar’ and ‘on the radar’ attraction tactics to capitalise on both passive and active candidates.

Based upon initial consultation with Remitly, a sourcing strategy was designed to target talent working with Product Development Houses, Consultancies, and Development teams within Multinational organisations.



Photo Credit: Eoin Corcoran

Key attraction and selection tactics included:

- **Berkley Network Engagement:** Our consultants utilised our existing client network in the technology sector to uncover potential candidates who were performing equivalent roles for other companies.

- **Passive Candidate Engagement:** Our consultants leveraged market and competitor mapping to attract passive candidates.

- **Active Candidate Pool Engagement:** We promoted the roles to Berkley's active talent pool by employing numerous attraction techniques including database search, social media, job board advertising and blogging.

Delivering a Great Candidate Experience.

In today's competitive market conditions, it's critical that a positive candidate experience is delivered at every stage of the recruitment process.

As representatives of both parties, it was key for our consultants to take a **consultative** and **collaborative** approach based on transparency, trust and communication.

Results.

Employing a project approach and search strategy leveraging an AI platform for talent pooling resulted in a streamlined search and selection process. A shortlist of were submitted for each of the roles with a successful candidate identified, hired and onboarded after a rigorous interview process.

Berkley's team of dedicated consultants worked hard to research and understand Remitly's unique culture. This knowledge proved to be very useful as they rolled out various strategies that aimed to attract candidates who would be the right cultural and technical fit.

Our consultants placed candidates in a wide variety of roles across a diverse range of skill-sets. Roles filled included:

- **Software Engineering Lead**
- **Software Engineer**

Berkley has maintained a strong relationship with Remitly thanks to consistent engagement and positive feedback, and continues to support the growth of the Cork team.

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The team at Berkley provided invaluable insights on the recruitment market and helped us find the right person for the job.



Brian O'Sullivan
Technical Lead

BERKLEY



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