



“LinkedIn’s made Vanty International possible and viable. Pre LinkedIn, our model wouldn’t exist.”

Vanessa Tierney,
CEO of Vanty International

Global boutique talent agency celebrates work life balance and rapid expansion with LinkedIn Talent Solutions

Highlights

- Vanty International sources over 60% of its candidates for internal and client roles through LinkedIn
- 90% of Vanty International’s hires are passive candidates
- In 2 years Vanty International experienced rapid growth moving from one recruiter to a team of 21 international recruiters through the use of LinkedIn
- LinkedIn has enabled Vanty International to gain access to talent in new markets
- Early Talent Europe Training & Assessment has launched with the support of LinkedIn and continues growing fast
- Vanty International has seen return on their LinkedIn Talent Solutions investment in only 4 months

Company Profile

Vanty International is one of the first boutique global talent agencies for the high growth technology sector, specialising across all positions in ethical head hunting, talent pipelining, early talent assessments and virtual recruitment process outsourcing. They also partner with PLAN, a charitable organisation that sponsors girl’s education and welfare. The company’s unique model consists of teams of diverse talent based across EMEA, US, APAC and LATAM providing global support with creative solutions to their clients. They aim to expand to a team of 40 within the next year.

The Challenge

Vanty International provides creative recruiting solutions to some of the world’s top high growth IT companies. With the IT industry evolving on a continuous basis, it is vital that Vanty International uses specialised tools to find and engage quality candidates who are highly specific to each role on offer.

Standing out from the competition

From day one it was clear that Vanty International needed to differentiate themselves in order to compete against global players in their industry, which is what brought Vanessa Tierney, CEO of Vanty International, to the LinkedIn network. "By using the internet, cloud solutions and the likes of LinkedIn, it allows you to give the perception that you are bigger, but also permits you deliver that quality customer service, as you're small, energetic and willing to work very hard to deliver the results they require". Features such as LinkedIn Company Pages allow smaller companies to do just that, acting as an online hub which can be used to highlight the company's reputation to potential clients, as well as to candidates.

Global alignment and collaboration

With recruiters spread across the world in order to reach candidates in countries as diverse as Ireland, India, Hawaii and Latin America, Vanty International required a tool which would not only enable them to source talent across multiple regions, job types and languages, but one which would also allow the team to connect globally through a central hub. For Vanty International, collaboration is a vital element of the virtual recruiting model, so the team makes the most of LinkedIn's tools in order to facilitate global collaboration. These tools allow the recruiters, many of whom are working mothers who keep non-traditional working hours, to manage their workflows efficiently and provides visibility in real time into the precise productivity of the global team. According to Vanessa, "LinkedIn's made Vanty International possible and viable. Pre LinkedIn our model wouldn't exist."

Targeting passive candidates

Over two thirds of LinkedIn's members are considered passive talent. Although they are not actively searching for a job, they would be open to considering the right opportunity. Vanty International's talent acquisition specialist's recognise the importance of targeting these candidates and take a proactive approach to tapping this talent pool. According to Vanessa, "Passive talent can be at the higher performing level because they're still working and most likely achieving the goals set in their role".

Passive talent accounts for 90% of Vanty International's hires and using LinkedIn Talent Solutions has made this possible. LinkedIn Recruiter provides easy-to-use search filters to quickly identify both passive and active candidates with the precise skills their clients need, and to contact them directly. According to Vanessa, "The overall impact of LinkedIn Recruiter on my team has been nothing but amazing".

In addition to this, the team also uses LinkedIn Jobs to automatically display highly relevant job openings to only the most suitable candidates round the clock, and the company has achieved a return on their investment in Talent Solutions in just 4 months. The combination of Vanty International's highly skilled team and the use of LinkedIn's Talent Solutions have led to some of the highest conversion rates in the market from targeted talent to live candidate.

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CEO
Vanty International

Fuelling Growth with LinkedIn

Using LinkedIn Talent Solutions to successfully engage passive talent has given Vanty International a unique, sustainable, competitive advantage and has boosted the company's reputation as a top sourcing agency, focused on finding the highest quality candidates. As Vanty International's clients grow internationally Vanessa's team is able to provide support globally across 100 countries, after just one initial client briefing, making the virtual recruiting model highly effective. As a result, Vanessa has scaled her team from 1-21 Talent Account Managers and Specialists in just two years. The target is to have a global team of 40 by September 2014. "We're on track to achieve this with the support of LinkedIn" says Vanessa.

Visit talent.linkedin.com to learn how you can source top candidates on LinkedIn