



Devire Group has signed the biggest LinkedIn Enterprise Agreement, for a recruitment and outsourcing company, in Poland. Discover why the recruitment specialist invests in innovation and digitisation

## Success story

### Having access to the best tools in a changing recruitment market

Devire Group is an international recruitment, executive search, outsourcing, and employer branding company based in Warsaw, Poland. In recent years, the company has grown significantly, expanding into Germany and the Czech Republic, and it has ambitious plans to grow further, putting people at the heart of its operations.

Devire Group recognises that it must stay one step ahead of a changing world and believes that people are the driving force behind progress. So, what has the group done to ensure that it remains at the forefront of an evolving recruitment market?



## Challenge

### The need to embrace digitisation and increasing a digital footprint

2021 was a challenging year for the Central and Eastern European (CEE) recruitment market; it felt the socio-economic effects of the pandemic, which accelerated the need for digitisation and changed how the world worked. Twelve months later and labour market changes are more pronounced. They are intensified by the adoption of digital recruitment tools – the development of which is accelerating at great speed. To gain competitive advantage over offline recruitment consultancies, Devire Group recently entered into a Hiring Enterprise Agreement with LinkedIn that would provide the company with access to over 800 million LinkedIn profiles along with extensive job advertising and branding solutions. The agreement accelerated Devire’s digital footprint and gave its employees access to some of the best recruitment tools on the market.

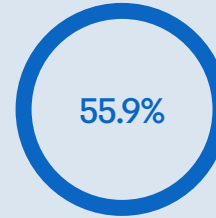
## Solution

### Investing in technology and innovation

Devire Group’s partnership agreement with LinkedIn was born out of an ongoing desire to invest in people and technology. It is the largest deal of its kind, for a recruitment and outsourcing company, in the CEE region, confirming Devire Group’s commitment to innovation, digitisation, and growth.

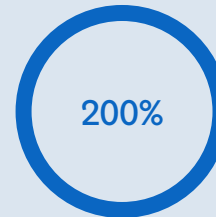
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## Results



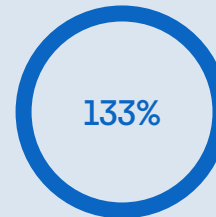
### LinkedIn Placement growth

55.9% growth in placements of candidates from LinkedIn in H1 2022 compared to H1 2021



### Network growth

200% – increase in searches over three months post Launch of HEP



### Increasing reach

133% – increase in InMails sent over three months post Launch HEP



The agreement will provide all employees with unrivalled access to over 800 million LinkedIn profiles, enabling Devire's consultants to supply the most relevant talent and sought-after skills to its clients. Moreover, the partnership accelerates Devire's digital footprint across Poland, Germany, and the Czech Republic.

Przemek Czechowski, Marketing Director and Head of Product Development at Devire Group, said:

"LinkedIn has changed the way we work and how our delivery teams work; our recruitment consultants are now equipped with the best tools and have access to a vast pool of talented people."

## No geographical barriers: Accessing global talent

According to Przemek, the pandemic accelerated changes in the marketplace that Devire had already started to observe. People wished to work from home more and from anywhere in the world. Location and geography were no longer a barrier to the best career opportunities. LinkedIn provided Devire Group with the opportunity to increase talent pools and reach out to talented individuals, regardless of their location.

"We want to be available everywhere that our candidates are," said Przemek. "LinkedIn is the platform that provides that access. LinkedIn is also the most important platform for technology candidates. We must be where our candidates are and where our clients are. That's why LinkedIn is so important."

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**Przemek Czechowski**

Marketing Director, and  
Head of Product Development  
at Devire Group

## Differentiation: Using the best tools to attract talent

Devire Group is the first recruitment and outsourcing company headquartered in Poland to sign an Enterprise partnership, making the company even more keen to leverage the benefits of the partnership to their full extent.

As part of the programme, Devire Group has access to more than 230 Recruiter Professional Licences [LinkedIn licences designed specifically for recruitment agencies]. Further, it has created a LinkedIn Career Page, which is helping the recruitment specialist to build brand awareness, encourage engagement, and attract talent.

Key stakeholders within the organisation have been central to the programme's rollout, which has considerable objectives and deliverables.

Przemek continued: "LinkedIn is well respected and has great value. When people join the company, they are excited to have access to a Recruiter Professional License seat from day one. This is not very common and differentiates Devire Group from other recruitment companies. It is paramount that our consultants have access to the best tools. As the recruitment market evolves, we must evolve too."

Przemek believes that the LinkedIn partnership demonstrates Devire Group's commitment to its staff and team. He concluded: "LinkedIn is valued. It is a powerhouse of data. When we talk to our LinkedIn Account Director, the conversation is always about how they can support us in different scenarios and help us to transform our business. They provide us with insight, which is invaluable in a partnership."

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LinkedIn's Partnership has been instrumental in driving the Devire Group's growth and enabled us to grow year on year and expand into new markets. Talent knows no borders and the global reach of the LinkedIn network is key to the success of the organisation.”



**Michal Mlynarczyk**

CEO of Devire Group

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