Business Challenge — Sourcing Quality International Talent to Match Corporate Culture

Astreya sources talent in more than 20 countries around the world for major players in the technology industry. It often needs candidates with specific IT skills and the right technical certifications. Because of its high-profile clients, it needed to not only attract qualified talent, but also rigorously screen candidates before presenting them for in-person interviews. The rigorous process includes not only a phone screen, but also online testing, peer testing and background screening. This helps Astreya guarantee the quality and interpersonal fit of each individual it recommends.

International Recruiter Sara Fox explained that the company uses job boards to source for positions nationally, as well as other traditional recruiting methods and internet-based sourcing solutions globally. It found, however, that this strategy proved very difficult in some areas of the world. Her team struggled to find the right talent in a limited pool of experienced candidates.

“We had some success, but we needed to think outside the box to find the right combination of quality and culture on a global scale,” Sara said, summing up the situation.

Screening the personality of international candidates was also challenging when solely basing decisions on resumes. As Sara explained, “Anyone can have network engineering skills, but the challenge is also to fit in with the company culture.”

“LinkedIn is the most powerful recruiting tool I’ve used for international recruiting.”

Sara Fox, International Recruiter, Astreya Partners, Inc.
One of Sara’s best hires to date was in Ann Arbor, MI. She needed a team lead to help support IT and thought she would have a hard time finding a candidate with all the right qualifications. With LinkedIn, however, the search ended up being quite simple. Sara logged into Recruiter, entered the parameters and quickly found a match. She followed up immediately with a phone call to determine his overall fit and couldn’t be happier with the outcome.

“We’ve hired some of our best employees so far from LinkedIn,” she said. “I alone have made 15 hires in the past three months just for our international offices.”

Now she goes straight to LinkedIn, rather than Dice or Monster. With LinkedIn, Astreya has been able to find top-notch candidates for its global offices in less time and with optimum results.

Finding Impact Players with LinkedIn
With LinkedIn, Sara feels she gets more and faster responses – and from higher-quality candidates – than with other sites. She usually goes through LinkedIn first and said it’s the company’s number-one source of hire. Job Slots has given her a much better range of candidates in each location by enabling her to search in a specific area. Now, when she conducts a local search, she usually gets 25 to 30 matches.

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