



# World of opportunity: How LinkedIn helped Hofy to identify talent hotspots, scale up fast, and meet the demands of an expanding market

## Success story

### Achieving sustainable growth in a fast paced and changing market

Managing a remote workplace is a time-consuming, cross-team effort, incorporating skills and knowledge across HR operations, facilities, IT, legal, and finance. But it doesn't have to be.

Hofy, the remote equipment management specialist, is redefining the way that organisations oversee their remote and hybrid workplaces. Headquartered in London, Hofy is operational in more than 80 countries and works hard to equip remote teams and employees with equipment and services in just a few clicks.

Founded in March 2020, at the start of the global pandemic, Hofy's founders – Michael Ginzo and Sami Bouremoum – recognised that the future of work was not about a single office space. The future involved remote working. They believed that Hofy could help employers to deliver a great onboarding experience by making sure that its clients – who include Godaddy, Form3, Deel and Appen – as well as employees had all they needed to begin their new role and career. But what could Hofy do to ensure that it kept pace with such a fast-moving remote world and how could it scale up its own recruitment and operations at speed?



Challenge

Attracting top talent and scaling up to meet demand

When Hofy launched, the company was quickly propelled into the global marketplace. The new company won several large clients, as global organisations realised that remote working was key to business continuity and safe operations. Hofy’s challenge was to find talent to meet incredible levels of demand. Initially, it spent large sums of money on recruitment fees, but this soon proved to be an unsustainable solution. Furthermore, despite rapid expansion, Hofy’s brand was also relatively unknown at the time. It was struggling to attract top software talent to develop its SAAS platform. Plus, it needed to hire international talent and required a solution that could reach across borders quickly. LinkedIn was the answer.

Solution

Using LinkedIn to find the best candidates

Hofy’s new Head of Talent, Mariya Hristova, had vast experience with LinkedIn and had used the platform in previous roles to implement mature internal recruitment strategies. She joined Hofy in December 2021, overseeing all elements of the company’s recruitment strategy and talent journey, including onboarding and HR. A passionate professional, she wished to responsibly grow the business and opted to pilot three Recruiter licences, and 21 Job Slots, over six months. She wished to meet hiring demand and demonstrate value of the large solution.

Says Mariya: “We needed to scale up and make sure we were filling our available positions. The company was expanding quickly but we also had to think like a maturing business – we needed to have structure.

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Results



Engaged workforce

LinkedIn has helped Hofy decreased time to hire from over four months to just 65 days (on average)



Reduction in agency placements

Working with LinkedIn Hofy has reduced agency placements by 60%



Successful sales expansion in USA

2022 saw Hofy successfully launch a warehouse and remote sales expansion into the US with candidates found almost exclusively on LinkedIn



“LinkedIn helped me massively. We needed to find talent to fill a variety of roles, but was also amazing because we could use it to research what other companies were doing and profile other start-ups. This gave us a greater understanding of the changing world of work.”

## A forward-thinking business

LinkedIn satiated Mariya’s curiosity. She wished to implement a sustainable growth strategy. When she started, Hofy had 30 employees; now, the company has 85 employees and continues to grow.

“I am incredibly passionate about recruitment,” explained Mariya. “I am inquisitive and like to ask lots of questions and be asked lots of questions. It’s only by doing this that you learn, evolve, and discover what’s new.

“What I loved about our adoption of LinkedIn is that our VP of sales – an ex-LinkedIn employee – found us on LinkedIn and his covering letter specifically talked of a desire to work with a company that was exciting, was evolving, and knew that work would be different in the future. What’s more, our two US sellers who are currently fuelling our US expansion were also found via LinkedIn.”

## Targeted approach = diverse workforce

Mariya was able to use LinkedIn to identify existing and upcoming tech hubs and to research where talent was located. This enabled her to find a “good balance of people” in international locations.

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We open up a world of opportunities for employers and employees and LinkedIn opens up the world to us.”



**Mariya Hristova**  
Head of Talent at Hofy

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“When you are a global platform, the way people interact with software is very different as you move from country to country,” Mariya adds. “It was important to find different perspectives and points of view.”

Mariya and her team specifically wished to hire a diverse workforce. Together, they created organised sourcing strategies and sprints, and devised and implemented campaigns. The approach had to be targeted and consistent standards had to be adhered to across all markets.

“In the past, we have used other channels to recruit, but LinkedIn data can show you differences over time, including where you are getting more candidates from. It gives you access to more talent.”

## World of opportunities

All Hofy’s recruitment team has access to LinkedIn, and it has taken ownership of the platform. Mariya can see that top talent is interacting and engaging with the brand.

“I have noticed that candidates are curious about Hofy and ask us questions. I can see who is engaging with our brand and I know that they will ask me and my colleagues questions about our vision and ethos. We love getting questions and I believe that LinkedIn is sparking candidate curiosity – top talent wants to know what other companies are doing and what’s out there. People are interested in our company and our mission; they want to work with a business that is looking to the future. They see on LinkedIn what we are doing and want to know more and that sparks conversations.”

Concludes Mariya: “We open up a world of opportunities for employers and employees and LinkedIn opens up the world to us.”

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At Hofy, we are looking for passionate, curious and skilled individuals from all over the world. Through LinkedIn, we have access to a global talent pool to help us build a product that also democratises access to and advocates global collaboration.”



**Zaahid Solomon**

Tech Talent Partner at Hofy