



How Rewaa leveraged LinkedIn to scale for hyper-growth.

Success story

LinkedIn's role in Rewaa's growth story

Rewaa, a fast-growing B2B software-as-a-service (SaaS) company based in Saudi Arabia, needed an overhaul of its recruitment process and competitive advantage, to keep up with its rapid expansion. The company relied on manual outreach and personal connections to fill roles, which was time-consuming and not scalable. Hiring decisions were based on spreadsheets and anecdotal data, offering little insight into talent availability or market trends. Plus, its branding efforts were limited to website updates and offline events, which meant it needed more market presence and struggled to attract the right talent.

To overcome these challenges, Rewaa wanted to centralise its recruitment efforts, build a stronger employer brand, and use data to make smarter hiring decisions. Its main goals included streamlining recruitment to access a larger pool of qualified candidates, showcasing its company culture and values, and using analytics to inform decisions around market expansion and hiring priorities.

Rewaa turned to LinkedIn for help. By integrating LinkedIn Enterprise Solutions into its workflows and providing training for hiring managers to actively source candidates, the company was able to improve both the efficiency, time and quality of its recruitment process. LinkedIn's tools made connecting with a larger, more targeted talent pool easier, and strengthened Rewaa's employer brand.

The results were immediate: Rewaa achieved a record-breaking 390+ hires in 2024, doubling its headcount and driving substantial business growth. LinkedIn's solutions reduced time-to-hire and helped the company to rapidly scale its team in a competitive talent market.





Challenge

Overcoming recruitment roadblocks

Before working with LinkedIn, Rewaa faced several significant recruitment challenges. One of the main issues was a need for a targeted network for sourcing niche talent. By using traditional recruitment channels like job boards and offline networks and relying on manual outreach and personal connections, Rewaa couldn't access the specific professionals it needed, particularly for technical or industry-specific roles. This led to lengthy hiring timelines, with time to hire for specialised positions often exceeding 90 days.

Additionally, Rewaa needed more visibility as an employer. It needed help communicating its culture, values, and growth opportunities to potential candidates. This lack of brand awareness made attracting the right talent difficult – 60% of declined offers were attributed to unclear messaging about the company.

Internally, Rewaa also needed help with alignment across departments. Different teams had varying expectations for candidates. The engineering team prioritised technical expertise, while HR focused on cultural fit, resulting in a fragmented recruitment process. This misalignment slowed down hiring and led to inefficiencies. Furthermore, the company relied on basic analytics, which provided limited insights into hiring trends and market dynamics.

Externally, the company faced competition for talent, particularly after the rise of remote work. It needed help to stand out among larger companies with stronger brands and more resources.

Rewaa's key objectives were to build and retain a world-class team, particularly in the highly competitive markets of Riyadh, the capital of Saudi Arabia, and Pakistan, the backbone of its engineering operation. Strengthening its leadership team and scaling its engineering operations were priority areas. However, the company needed a more efficient and scalable recruitment solution to achieve these goals.

[Learn More](#)

Results

Result 1

Record-breaking hires

Rewaa hired more than 350+ professionals in 2024, doubling its headcount and the size of the business.

Result 2

Business growth

The success of its hiring efforts directly contributed to Rewaa doubling its Annual Recurring Revenue (ARR) in 2024.

Result 3

Reduced time-to-hire

Rewaa reduced its time-to-hire for critical roles from around 90 days to just 30, supporting its rapid scaling.



Industry: Software Development

No. of Employees: 201-500

Headquarters: Riyadh, Saudi Arabia



Solution

Transforming Rewaa's hiring practices

The decision to partner with LinkedIn was driven by Asmar Ghafoor, Rewaa's Global Vice President of Talent Acquisition & Experience, who had past experience using LinkedIn Enterprise Solutions to improve hiring and help scale B2B SaaS companies. Recognising the potential for a more data-driven approach, the VP was confident that LinkedIn could help Rewaa streamline its recruitment and boost its employer brand. With its vast network and tailored tools for connecting with top-tier B2B SaaS professionals, LinkedIn seemed like the perfect fit for Rewaa's ambitious expansion plans.

Merging LinkedIn with Rewaa's current systems

The first step was connecting LinkedIn with Rewaa's existing Applicant Tracking System (ATS) and Customer Relationship Management (CRM) platform, Lever. This integration allowed the recruitment team to tap into LinkedIn's capabilities without disrupting their current processes, while also providing the data-driven insights necessary for smarter, more targeted hiring decisions. By leveraging LinkedIn's analytics tools, Rewaa was able to pinpoint talent gaps as it expanded into international markets.

Training for success

With tailored training from LinkedIn and internal leaders, hiring managers learned to fully utilise the platform's tools to build richer, more diverse candidate pipelines. It wasn't just about filling roles quickly; it was about improving the quality of hire, aligning candidates with Rewaa's culture, and driving stronger business outcomes. The improved collaboration between the talent acquisition team and hiring managers fostered a more cohesive recruitment process and boosted the overall quality of hire.

[Learn More](#)



Our partnership with LinkedIn helped us cut hiring time, double headcount, and accelerate our hypergrowth."



Asmar Ghafoor

Global Vice President of Talent Acquisition & Experience at Rewaa



Solution

Brand building

LinkedIn's global reach helped Rewaa attract high-quality international talent including the Americas and Europe by raising its profile in a competitive global market. Rewaa was able to showcase its company culture and values online, giving potential candidates a clear picture of what it means to work at the company.

Tracking progress in real time

Key recruitment metrics were closely tracked throughout the process, with time-to-hire and quality of hire serving as major benchmarks. Continuous feedback from LinkedIn's team ensured Rewaa could fine-tune its strategy, optimising the platform's tools to meet the company's evolving needs.

Upskilling the team

An unexpected benefit of LinkedIn's integration was its learning platform, which became a valuable resource for upskilling team members. Access to a wide range of training materials helped close internal skill gaps, contributing to both individual and organisational growth. The result? Better performance across the team and stronger alignment with Rewaa's long-term goals.

Stronger retention, stronger growth

In the end, the LinkedIn partnership did more than just streamline recruitment – it also improved employee retention. By attracting candidates who were a better cultural fit for Rewaa, the company built a more cohesive, engaged workforce. This has been a key driver of its ongoing success, helping the company scale faster, smarter, and more effectively than ever before.

[Learn More](#)