AppDirect

THRIVE24

TRACK 1

Recruiting as a Service (RaaS):

Hiring Top Talent at a Fraction of the Cost

Deb Tenenbaum, Chief People Officer, AppDirect

Julien-Pier Boisvert, Global Head of Talent, AppDirect

Meet your hosts

Deb Tenenbaum

Chief People Officer, AppDirect

25+ years of industry experience building and leading global HR and Recruiting functions. Deb also has been a business owner who understands the challenges of hiring top talent.

Julien-Pier “Jupi” Boisvert

Director, Global Talent Acquisition, AppDirect

12 years of recruitment experience scaling high growth startups in tech, gaming and AI. Recruited talent all across the world including Canada, US, India, Singapore, Romania, South Korea and more.

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What are your main challenges when hiring top talent?

Menti.com: 78 10 30 6

The Reality of the US Talent Market

Let’s start with some numbers...

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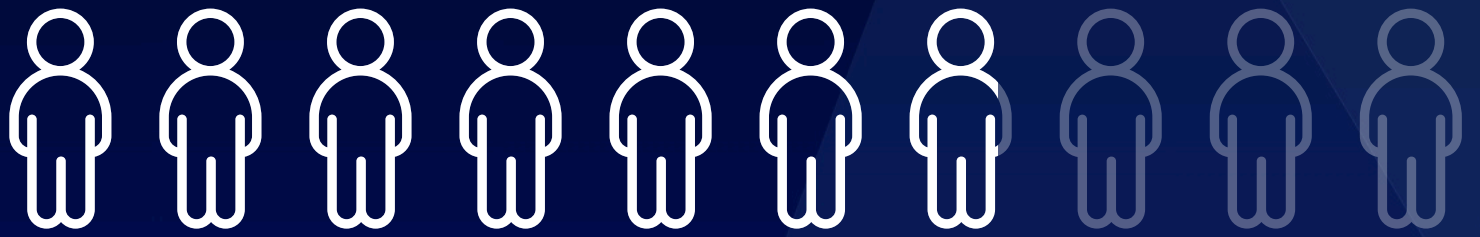
68%



US organizations reporting difficulties with filling full time positions, especially within tech or high-skill jobs

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42%

Employers experience a skill gap in their Workforce

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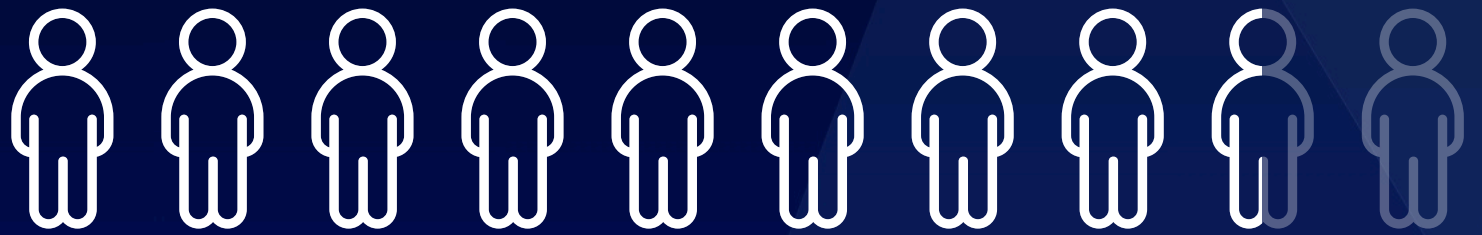
86%



Employees currently open to new job opportunities in the US, even though 79% report being satisfied with their job

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Business Owners Face Pressures for Talent Management

You need a **recruitment strategy** that's:

- Agile
- Candidate Centric
- Proactive
- Not outdated (post & pray)

You need to **invest** in your talent

- Right skills, right time, right job
- Upskilling your current bench to bridge skill gaps

You **cannot** take your talent for granted

- Complacent doesn't equal happy
- Engaged employees are open to new opportunities
- Keeping a pipeline of talent will be a competitive advantage

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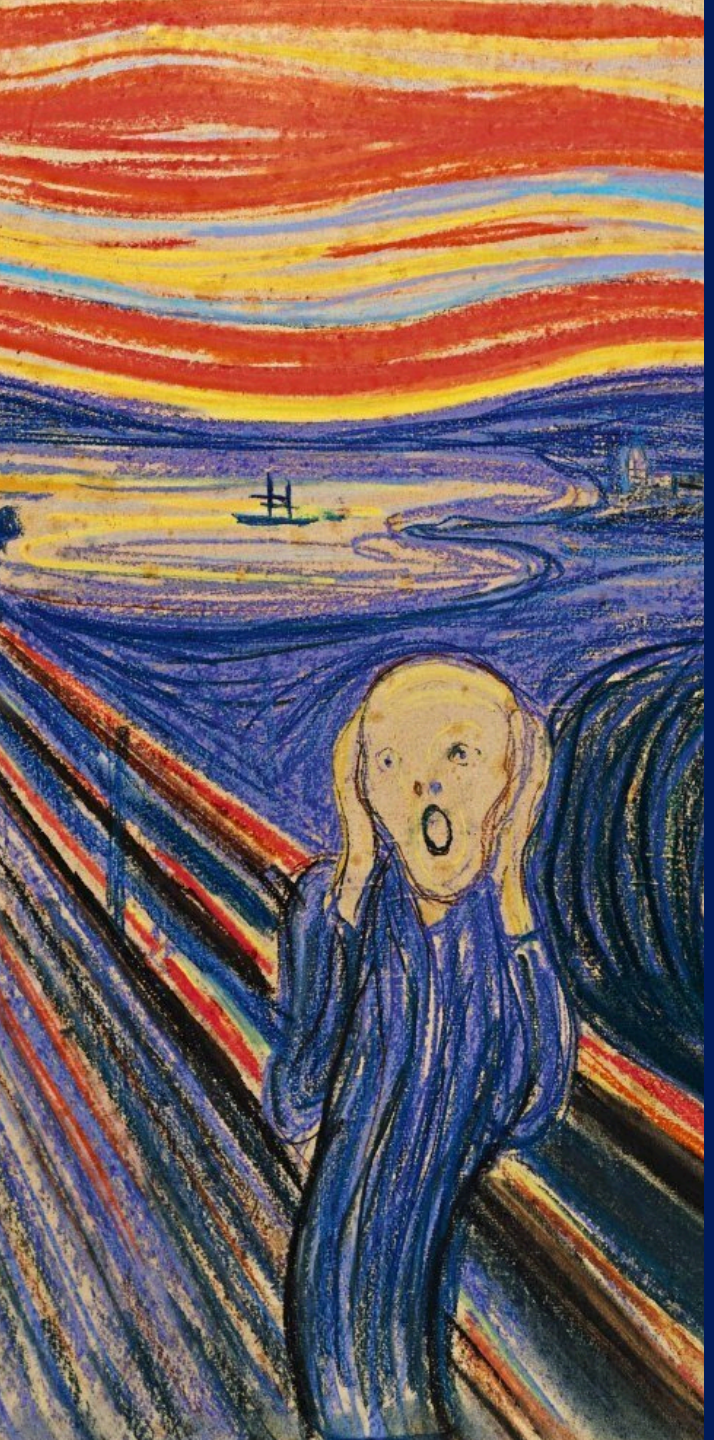

Common Mistakes Businesses Make Recruiting Talent

- Neglect Employer Branding and Storytelling
- Not Defining the Candidate Experience
- Slow Decision Making
- Relying Solely on Traditional Recruitment Methods
- Lack of Active Talent Pool Management

In 2020, AppDirect transformed it's recruiting strategy to be...

- Candidate centric
- Agile
- Global
- Consultative

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And, dramatically reduced costs by increasing **productivity** and **efficiency** with a focus on the **candidate experience**

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Business Impact to our Recruiting Transformation

Offers accepted
+23%

Offers generated
+36%

Time to hire decrease
64%

Average Candidate Journey
27 days

Average time to fill
45 days

Cost per hire reduced by
76%

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	Traditional Outsourcing	AppDirect Ecosystem
Expertise	Fail to understand the complexities of our business	Experts of your industry
Commitment	Will depriotize you if the search gets difficult	Maintain prioritization through the search
Customization	Does not invest in your process	Best practices applied to your business
Candidate Experience	Profits over people	People driven
Cost	Expensive Up to 33%	Affordable Up to 15%

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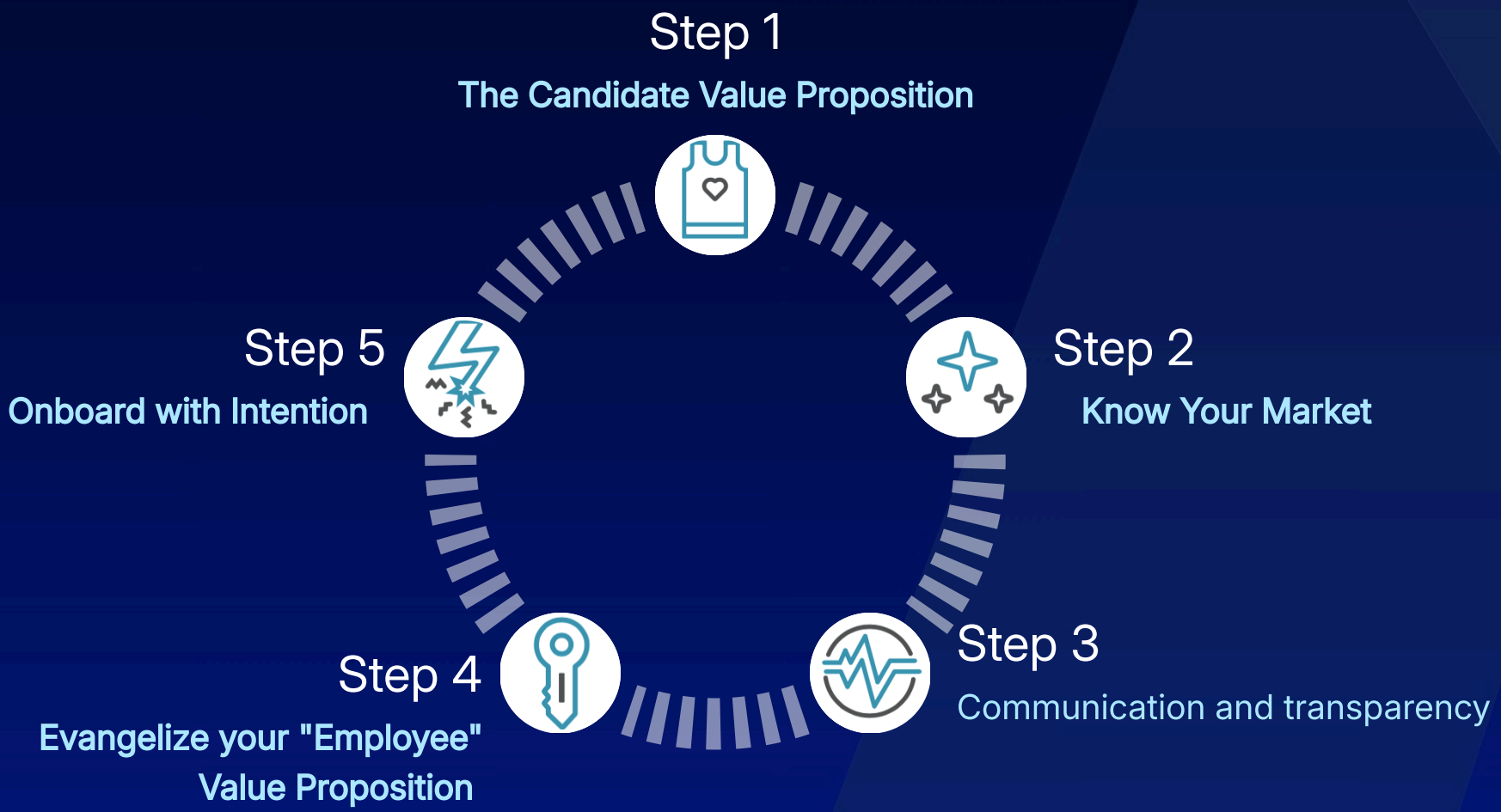
We're Fanatical About the Candidate Experience



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AppDirectors
AROUND THE WORLD

We believe we can expand our recruitment ecosystem to help your business thrive.

Here's our value proposition

1 We are industry experts

2 We are a part of your ecosystem

3 We provide a stress free recruitment experience

4 We are committed to your success

5 We are your recruitment partners

Our value proposition to you

Recruitment as a Service (RaaS)

Our commitment goes beyond recruitment

Leverage AI to create engaging content

Tap into AppDirect's Social Media presence

Background checks

Talent Anywhere

Recruit anywhere in the world

Gain access to our global recruiters

Reduced fee structure

We want you to win, as such, we offer the most affordable tiered fee structure on the market

Under 50K: flat $5000 fee

50 - 99.9K: 15% of first year salary

100K and above: 12% of first year salary

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Our Expertise Expands Globally

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REPÚBLICA DE EL SALVADOR EN LA AMÉRICA CENTRAL

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Our approach

Technology and People

greenhouse

workday.

The foundation of our approach is partnership

- Consultative intake meeting
- Data driven weekly syncs
- Efficient candidate experience
- Offer

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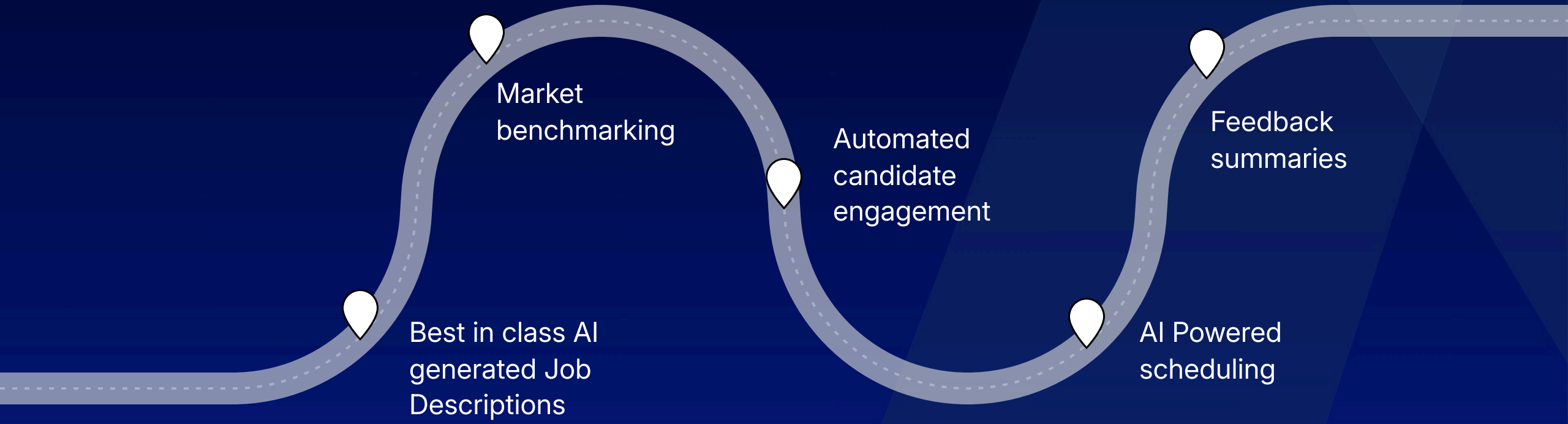
How we use AI in our recruitment process



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AppDirect's AI marketplace

UX Designer

User Experience advice and best practices! Great for writing UX/UI documentation or understanding how to get started on a new U...

★★★★★ (4)

beau.calvez@appdirect.com 736 chats

Doc Writer

I can assist you in creating high-quality, publishable documentation based on notes and other source material you provide.

★★★★★ (3)

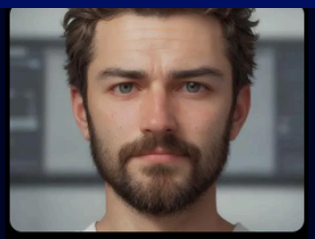
jasper.crocker@appdirect.com 892 chats

Managed Services Sales Assistant

Created to help advisors understand how to position AppDirect Managed Network Operating Center services

★★★★★ (2)

david.landsberger@appdirect.com 239 chats



Appdirect Developer Center Guide

An AI designed to answer all the questions related to the configuration and setup of the appdirect powered marketplace. In addition, t...

★★★★★ (2)

peush.patel@appdirect.com 113 chats

Cloud Computing Assistant

This tool will help educate you on what cloud computing is and the value it offers to complex and simple IT environments alike.

★★★★★ (2)

david.landsberger@appdirect.com 241 chats

Cybersecurity Sales Assistant

Learn what cybersecurity tools are available to strengthen your organization's security posture.

★★★★★ (2)

david.landsberger@appdirect.com 203 chats

HR Specialist

An AI designed to answer questions and present general guidelines for common HR (Human Resources) policies for US businesses.

★★★★★ (2)

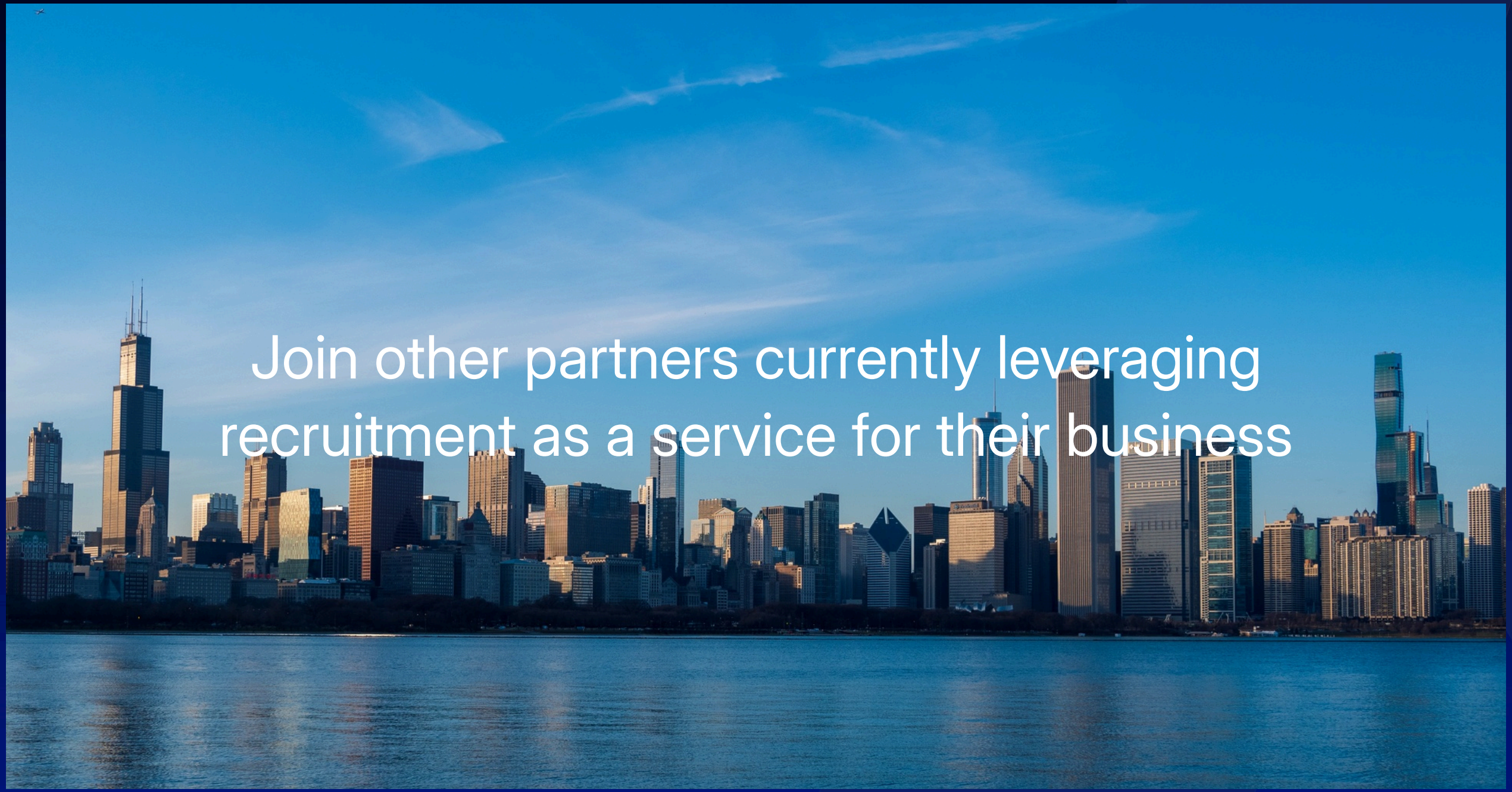
jasper.crocker@appdirect.com 618 chats

Career Coach

An AI created to help you with your career by assisting with either landing your dream job by helping with your resume, cover letters, and...

★★★★★ (2)

courtney.blaskower@appdirect.com 18 chats



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TECHNOLOGY™ NAVIGATION

Built a 4 people BDR team

SAFARI solutions
STRATEGIC TECHNOLOGY PARTNER

Currently supporting the hire of a SysAdmin & an IT Procurement Specialist

Thrive with RaaS

T argeted solutions

I nnovative strategies

H olistic recruitment

V alued partnership

R esults-driven approach

E xceptional candidate experience

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Want to launch a partnership with us?

Email recruiting@appdirect.com

One of our recruiters will be happy to guide you through our client onboarding process

Come see us today!

We'll be here all week, don't be shy, come say hi!

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