

HOW WE ASSISTED A GLOBAL CHINESE TECH GIANT TO SCALE ITS OPERATIONS IN THE INDIAN MARKET

CLIENT BRIEF

Our client is one of the largest content generation platforms and a Global Technology giant that owns a variety of apps from news aggregators to a multitude of social media services

A technology company operating a range of content platforms that inform, educate, entertain and inspire people across languages, cultures, and geographies.



\$34 B
Revenues



150
Markets

SCENARIO



- As a part of the global and India expansion plans, our client was looking to scale the Monetization team in India with a plan to hire approximately 800 employees in 2020
- This build up was a must success for the client, as future expansion and investments in India were dependent upon the success of the Monetization team
- The company was hiring across Senior, Mid, and Entry levels for roles in Ad Sales, Brand Marketing and Strategist, Content, Client Servicing, Ad operations, Sales trainer, amongst others

CHALLENGES



1

Our client at the time was building internal capabilities to support the growth and hiring requisites

2

The talent universe in the industry was not vast in India, therefore the cherry picking needed to be done from a very limited pool

3

Our client had limited experience in large scale build-ups

SOLUTION & IMPACT

APPROACH



The client's requirements were discussed in detail leading to an in-depth understanding of their expectations and objectives for hiring across key positions



Athena followed the AESC certified executive search process for the mandate and deployed its unique talent mapping approach



We dedicated a team of researchers and consultants to ensure search timelines were achieved. The Project team comprised of a Principal (Strategic Account Director), Project Manager, and 3 Project Coordinators, ensuring all short and long-term challenges were timely addressed



Generated a detailed search plan comprising: 3 tier industry mapping, skills mapping, compensation benchmarking and analysis, and talent topography. As an adjunct to ATSS, we proactively supported the team as Talent Advisors and effectively managed contingencies by assuring at least 1800 qualified and pre-assessed candidates were present at any given point of time

OUTCOME



Athena played an instrumental role in defining the Talent Acquisition strategy and achieved the targets defined by our client.

Athena achieved a 70% plus conversion ratio from candidate qualification to interview short listing. Athena improved the offer acceptance ratio from 25% to 30% in less than six months

The new age approach and solution resulted in close to 150 onboardings



“ Unique portfolio of services covering entire spectrum of Talent Management

Athena's Key Metrics

- 98% Completion ratio of assignments
- 85% Assignments completed under 45 days
- 80% Assignments at VP level or above
- 70% Assignments from repeat clients
- 24% Assignments completed with diversity candidates