

CarGurus speeds the path to growth with RECRUITERS



How a US software company successfully entered the EMEA market with the talent needed to drive success with Ireland's most trusted recruitment partner

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ABOUT CARGURUS



Chad Hixon | CarGurus

Director of Talent Acquisition

Founded in 2006 by Langley Steinert (co-founder of TripAdvisor), CarGurus is a technology company and the number one visited online car shopping website in the US, having built the world's most trusted and transparent automotive marketplace.

In 2016, CarGurus launched into EMEA and set up its headquarters in Dublin, Ireland. Since then, we have grown our EMEA presence significantly with offices in the UK and Germany.

Today, CarGurus employ more than 800 people across the US and EMEA.



Industry

Software and High Tech



Services

Using propriety technology, search algorithms and innovative data analytics, they provide unbiased validation on car pricing, dealer reputation and vehicle history.



History

Founded in 2006 and now employs more than 800 people across the US and EMEA.

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OVERVIEW

“Dublin gives us access to the exceptional talent we will need to propel our continued success in Europe and we look forward to joining the vibrant tech community in this great city.”

Langley Steinert, CEO, CarGurus

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CHALLENGES

PROBLEM

In 2018, CarGurus was going through a significant period of growth in Ireland.

In a competitive market however, we found it difficult to compete for the talent we needed to scale our EMEA operations in Dublin, fast.

BEFORE RECRUITERS

Our employer brand didn't have the same 'household' reputation in Ireland that it enjoyed in the US.

As a result, we found it difficult to compete for talent against the other 'household' technology brands that also had operations in Ireland.

REASONING

Previous relationships with Irish recruitment agencies failed:

- Objectives, SLAs and KPIs were not delivered on (see next page).
- Too many low quality CVs consumed our time to review.
- There was a lack of understanding of our objectives and requirements.
- As a result, the recruitment process was broken.

OBJECTIVES & KPIs

OBJECTIVES:

CarGurus was going through a particularly high period of growth in 2018. The key objective was to build out the sales and marketing teams with account executives, account managers and customer success.

Sales and marketing talent was needed to pursue market opportunities and high-growth targets, maintain customer service excellence and ultimately grow the business. CarGurus needed a recruitment partner that could deliver this remit, brilliantly.

KPIs:

Deliver quality candidates that meet CarGurus' skills and cultural requirements.

Maintain low time-to-hire ratios.

Maintain low interview-to-placement ratios.

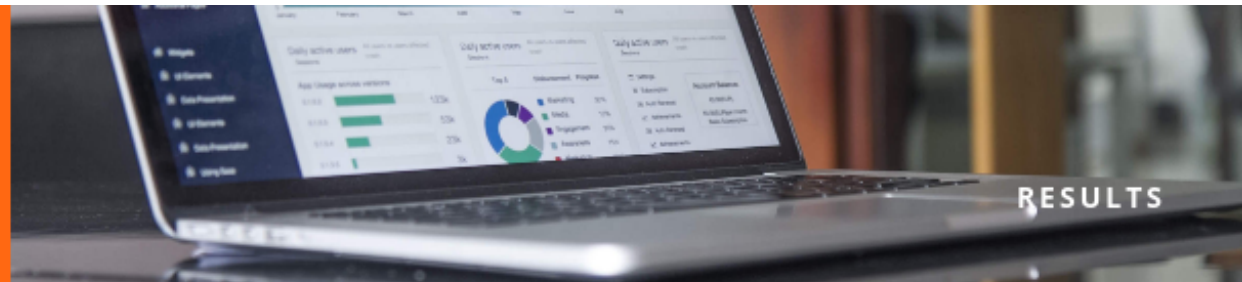
Grow CarGurus' employer brand and promote our employer value proposition in the Irish market.

Deliver on cultural fit in addition to our skill requirements.

Maintain high offer-to-acceptance ratios

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THE RESULTS



We met RECRUITERS on June 20th and they immediately began working on sourcing and screening hand-picked talent for interview.

We began receiving hand-picked CVs for each of our open roles on June 25th, just five working days after our initial briefing. Our first interview was scheduled for July 4th, just nine working days after meeting RECRUITERS for the first time.

We made our initial set of hires on July 16th after three rounds of intense interviewing, just 18 working days into our new relationship with RECRUITERS.



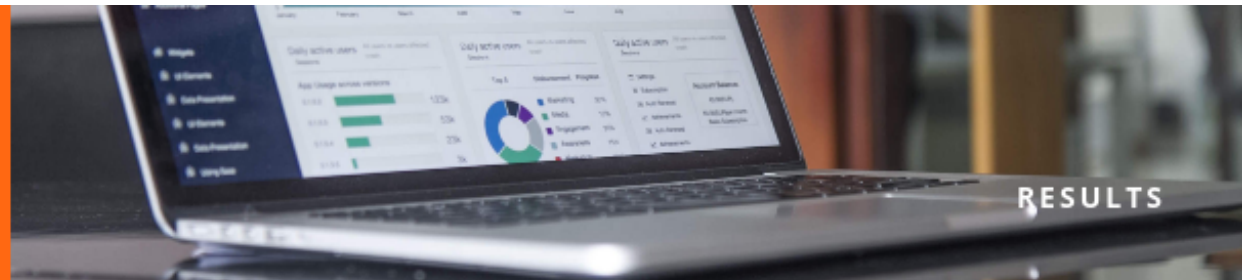
“

Because RECRUITERS really understands our business goals and objectives, they bring in quality candidates faster than any other channel. With their thoughtful approach, RECRUITERS truly stands out as a firm committed to helping companies scale well, not just fast. We have built an amazing team in EMEA in no small part due to our close partnership with RECRUITERS.”

Chad Hixon
Director of Talent Acquisition
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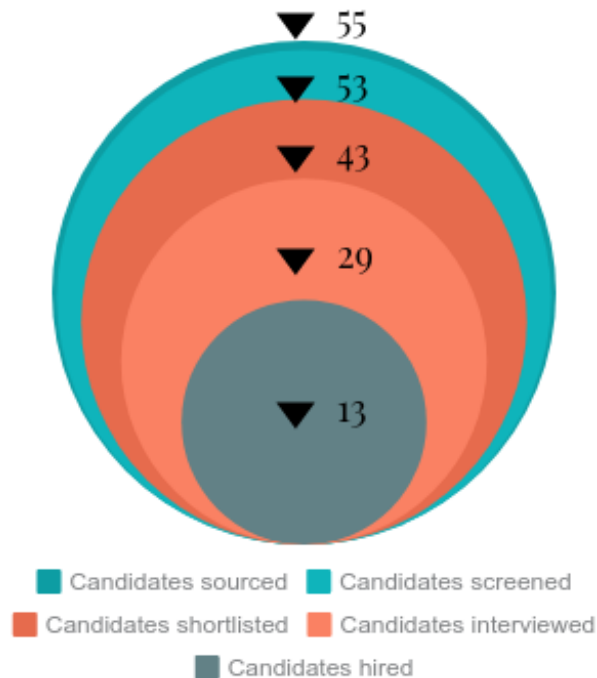
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RECRUITMENT SUMMARY STATISTICS



Candidates sourced & interviewed:

A total of **55** sales & marketing professionals were sourced for 17 open roles over the period.



Candidates screened & shortlisted:

67% Of CVs sent by RECRUITERS were called forward for interview.

2:1 CV-to-interview ratio on average for all roles filled by RECRUITERS.

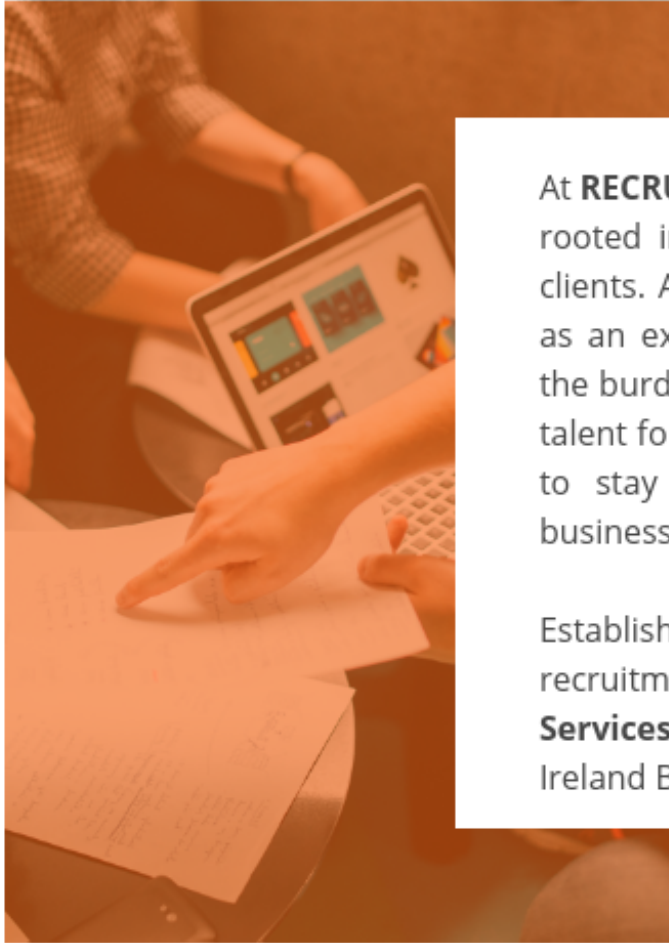
2:1 Average interview-to-hire ratio.

Candidates placed:

13 candidates were made an offer and 12 candidates accepted.

90% Final round interview-to-hire ratio.

100% Offer-to-acceptance.



At **RECRUITERS**, we understand that success of a placement is rooted in a trusting and collaborative relationship with our clients. As Ireland's most trusted recruitment partner, we act as an extension of your management team and we remove the burdens and costs associated with sourcing and attracting talent for your organisation. In doing so, we enable our clients to stay focused on the core activities of growing their businesses.

Established in 2006, RECRUITERS is a multi-award-winning recruitment consultancy and recently won "**All-Star Managed Services Recruitment Professionals of the Year**" at the All-Ireland Business Awards 2018/2019.

WWW.RECRUITERS.IE/SERVICES