

Think you can't attract top talent because you don't have a well-known brand?

Think again.

Learn how Spectacle Talent Partners sourced a robust selection of high-caliber candidates for SUMADI that allowed them to successfully fill two new positions and break into the U.S. market



"Sue not only did a great job of sourcing candidates who had all the skill sets we were looking for, but she also helped us understand the U.S. market so we could create positions and offers that would attract the best possible people. We ended up having more candidates than we had positions for, and all the candidates she brought us were very good."

Andrea Montoya

SENIOR HR MANAGER, SUMADI

When online proctoring company SUMADI reached out to Sue Gygax at Spectacle Talent Partners, they were eager to begin providing their services to the U.S. market.

With a team mostly based in Honduras, SUMADI had been very successful in growing their business throughout Latin America and parts of Europe, and had hired several employees to expand their growth into the U.S.

Those employees were not based in the U.S., however, and because of this they were struggling to see success in acquiring U.S. clients.



“We went to a lot of events, made a lot of contacts and had many conversations, but we hadn’t completed a full sales process with a U.S. company,” said Andrea Montoya, Senior Human Resources Manager at SUMADI.

“We knew that our most important market going forward would be North America, and we realized we needed to have sales executives who were based

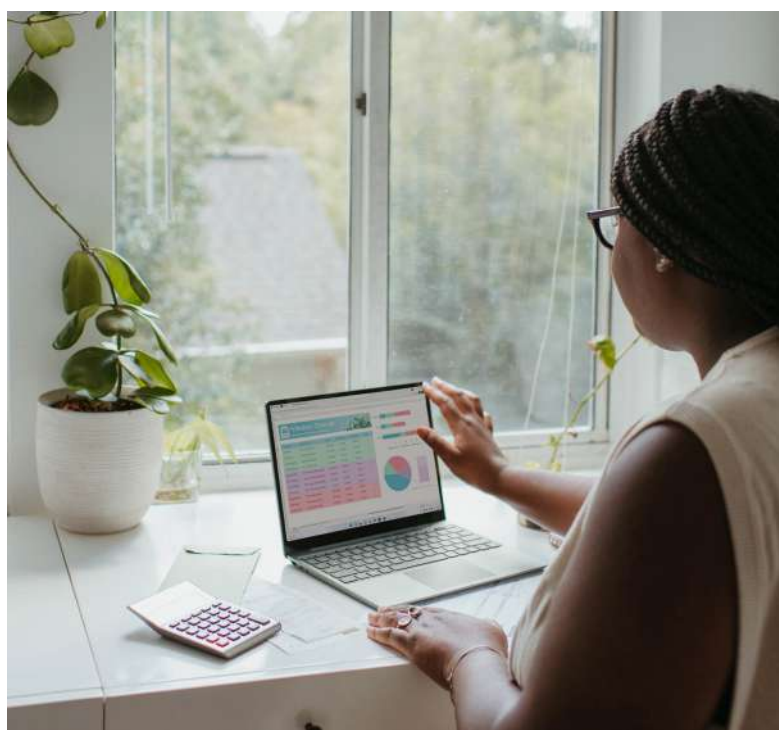
in the U.S. and knew the U.S. market.”

With no market penetration or knowledge of how to structure the new sales positions so they were attractive to high-caliber U.S. candidates, **SUMADI knew they needed the guidance of a true recruitment expert.**

SUMADI already knew of Sue’s expertise as a recruiting leader with keen knowledge of the job market, as well as her unique ability to position job opportunities in just the right way to attract top talent — even to unknown brands.

Montoya said from the first conversation with Spectacle Talent Partners about SUMADI’s hiring needs, **she knew they were in good hands** and would attract great candidates.

“Our communication with Sue was great,” Montoya said. “She really wanted to understand what our intent



was and the exact type of candidate we were looking for, not just from the HR perspective but also from our leadership’s perspective. We were looking for something pretty specific, because we didn’t just want people with sales experience, we also wanted people who understood our product’s technology.

“Spectacle Talent Partners made it easy for us to describe our candidate profile to her. It was because of that communication, her intuition, and her many years of experience helping companies get great talent that it was clear she was the best person for us to work with.”

Sue immediately began the recruitment process, and — **using their proven**

approach of leveraging speed and momentum and communicating the job opportunity in value-driven, candidate-centric language — Sue was able to quickly source a healthy group of high-quality candidates.



“We had three candidates who were very good,” Montoya said. “Each of them had the qualifications we needed and also understood both the sales experience and our technology. Sue did a great job of sourcing people who matched our candidate profile.”

Montoya said she appreciated how Sue used strategic and enticing language to communicate SUMADI’s value proposition and growth potential in a way that attracted highly successful candidates from well-known and well-established companies, despite the fact that SUMADI was a virtually unknown brand.

She also appreciated the **transparent communication Sue provided** that kept them updated on each



candidate's status in the recruitment process, as well as the market intelligence and candidate feedback she relayed to them along the way.

"She was very open about what she was hearing in the market, so that I could discuss anything that needed to change regarding the new positions with our leadership," Montoya said. "For example, compensation was something we learned we needed to address, and come up with a better plan than we had originally.



"She helped us adapt to what the market was saying, so that we could put together a better offer and attract the best people. She also helped us understand how the market works so that we could provide the structure that U.S. sales people were used to and could see the best results in."

Strangely, and for reasons outside of everyone's control, all three candidates in their first round of hiring were unable to move forward — but that



didn't stop Sue from sourcing an entirely new round of top-quality candidates within ten business days.

"Sue delivered us with a new round of candidates very fast, and with great qualifications," Montoya said. **"They had all the skill sets we were looking for, and then some.** We ended up having six candidates to choose from for the two new positions we were trying to fill."

While Montoya admits making the decision about who to hire was difficult, the company has been very happy with the candidates they chose.

"The experience and knowledge they are bringing to us is great," Montoya

said. “They are getting involved in creating events and gathering attention from prospects and clients, and the learning period we were expecting for them is turning out to be shorter than we’ve experienced before.”

Montoya said SUMADI's experience working with Spectacle Talent Partners has been fantastic, and that any company looking for a true recruitment expert to help them break into a new market — or fill newly created positions

— would benefit from working with them.

“Sue really gets into your business, seeks to understand it, and then she brings you the best possible people,” Montoya said. **“She’s not going to bring you a candidate just because.** She’s going to do very specific sourcing to find the right people who have the skill sets you need. Any recruiter can bring you candidates, but she’s great at bringing you candidates that truly match your needs.” 🐦



To learn how Spectacle Talent Partners can help you source and sign *top-quality talent* and *break into a new market*, go to spectacletalentpartners.com