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Valiant Finance scales global hiring with speed and confidence using HeroForce by Employment Hero

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At a glance

Company	Valiant Finance
Location	APAC and United States

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expansion but unsure

- ✓ You need to get international hires up and running quickly without setting up a local entity
- ✓ You want to retain control of your hiring strategy while reducing admin

From scrappy startup to global scale-up

[Valiant Finance](#) is an Australian fintech startup helping small businesses secure the right funding. Since its inception, the business has grown rapidly, exponentially growing in size after its Series C funding round, expanding from 22 staff to over 180 across Australia and Manila.

[Josh Minzie](#), Valiant's Head of People and Talent, joined the business in 2019 to help scale the team and build internal processes. *"I came in as the first talent acquisition hire. My role has been to roll out people initiatives whilst making sure that we scale,"* he explained.

As Valiant grew, it needed to hire quickly and strategically to support its ambitions, especially as it looked beyond Australia.

The challenge of hiring globally

When Valiant saw the opportunity to expand into the US market, the team quickly realised international hiring came with complex legal, operational and compliance challenges.

"We were looking to scale into the US, but we weren't really sure how and when we would scale. We were kind of looking at: do

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do

is time-consuming.

in less than six months. And the business is built on something we can't reverse,"

they needed to hire quickly, without setting up a local entity when they discovered [HeroForce](#)

Why Valiant chose HeroForce with Employment Hero

There were plenty of international hiring providers on the market, but Employment Hero stood out for its honesty, transparency and hands-on support.

“We spoke to Deel, Rippling and others,” Josh shared. “Deel were quite sales heavy. It was always, ‘This is why we’re the best,’ instead of, ‘This is what we can do for you.’ I found that Employment Hero were more focused on the relationship. They held our hand every step of the way.”

Josh explained that pricing wasn’t the main factor: *“It wasn’t even about pricing. Deel were happy to match or beat it. But it felt like a sales call. With Employment Hero, it didn’t feel like we were just another number.”*

Hiring their Head of Sales in the US in weeks, not months

Once Valiant decided to use HeroForce, things moved quickly. Within weeks, the company had made two international hires: a Head of Sales in the US and a team member based in New Zealand.

“We found one of the candidates with HeroForce, and within three weeks, everything was done,” Josh said. “It was just nice to have that automated touch through the system.”

Because the company didn’t have a dedicated HRIS, the built-in workflow and compliance tools in HeroForce were a game-changer.

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uments are there. It gives you a
e my life easy.”

recruitment process. Unlike
dor manages hiring, HeroForce
n to support onboarding and

ave more control of where your
a fit and just needed to get them

Speed, confidence and compliance

Valiant's ability to move quickly was one of the biggest benefits of using HeroForce.

"Our CEO turned around three months before the hire and said, 'Hey, we actually want to accelerate this now,'" Josh recalled. "Because I was already talking to providers, we could move quickly. Once we had a candidate, we knew onboarding would only take two to three weeks."

Compliance support was another major win. Hiring internationally comes with vastly different legislative requirements – from healthcare obligations to superannuation equivalents and employee entitlements. For Valiant, having HeroForce guide them through those complexities gave the team confidence and peace of mind.

"HeroForce send us documentation about each country's laws, like how healthcare works in the US, how pensions work, and how Medicare differs. Things you wouldn't even think of, HeroForce made seamless," Josh said. "I didn't realise how different the American compliance environment was until we started. There's so much that's different from Australia and HeroForce helped us stay on the right side of all of it."

A foundation for future growth

Using HeroForce has set Valiant up for future success as it continues to expand internationally.

"If we wanted to go into Singapore, London or Tokyo, we know we could set up quickly, with no fuss, because we've done it before," Josh said. "It gives us a lot more confidence expanding with boots on the ground. It also helps with decision-making. We're not worrying about how much cash burn is involved in setting up an entity."

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ternal resources.

*... were already doing instead of
... in the role quicker, which means
... lidate."*

*... you might see that your product
could have a good offering in another region, but you're not sure how to set up an entity*

or what the costs are... I'd definitely go with something like HeroForce," he said.

Ready to make global hiring faster and easier?

[Speak with an expert](#) today and see how HeroForce can help your business scale with confidence.

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