

VaynerX's strategic, global hiring approach cuts down time-to-fill by 38%

Targeted consulting from Greenhouse's
professional services leads to measurable
improvements in hiring performance



greenhouse + VAYNERX

About VaynerX

VaynerX is the most contemporary family of companies, working together to build and grow brands. Subsidiaries include VaynerMedia, Eva Nosidam Productions, The Sasha Group, Gallery Media Group, Tingley Lane Trading, VaynerSpeakers and VaynerCommerce.

As VP of Recruitment for VaynerX, Beth Armstrong oversees global recruitment operations as well as recruiting for a few select departments. Beth describes the talent acquisition team at VaynerX as “a very lean team.” A team of six recruiters handles all recruiting for North America, and smaller local teams support recruiting in the APAC and EMEA regions.

Fast facts

15+

global offices

1800+

employees

The challenge

Inconsistency between global TA teams meant data was messy and unreliable – and there was no clear path to improvement

VaynerX has been a Greenhouse customer since 2014. But as the company expanded to several global offices, each regional TA team managed their own systems and processes. This led to a fragmented approach and a lack of insights into team performance. “Before we started working with Greenhouse Professional Services, each region handled recruitment in their own way,” explained Beth.



The solution

VaynerX partners with Greenhouse professional services to consolidate and streamline Greenhouse Recruiting, unlocking real business results

VaynerX chose to engage with a number of Greenhouse professional services, including strategic consulting, implementation consulting and technical consulting. Describing the strategic consulting process, Beth said, “There was a week where we had an external partner who was a talent acquisition professional previously. Having that person work with me on future planning about how we best want to use Greenhouse was huge. I don’t think we would have been as successful if we didn’t have that piece of the project.”

Beth also found the implementation consulting to be transformative because she learned about so many features and use cases she hadn’t been familiar with before. She now feels confident in her ability to share these learnings with the rest of the TA team. “Now I’m a stronger Greenhouse user, and I’m able to take that knowledge and train my team on how to use the platform better,” she said.

Summing up the Greenhouse professional services experience, Beth said, “It was so nice to have the education on the additional tools I didn’t know I had access to. I didn’t know all of the options that were there. Having those partners there to help guide and introduce areas I wasn’t utilizing was incredibly helpful.”



“If I led this project without strategic consulting, I don't think I would have been successful. You really need partners that are educated in the platform, know what they're doing and do this day in and day out.”

Beth Armstrong

VP of Recruitment at VaynerX



The results

Beth had identified time-to-fill as the main challenge at VaynerX. In the six months following their partnership with Greenhouse professional services, VaynerX reduced their time-to-fill by 38%.

They've also consolidated various aspects of Greenhouse Recruiting, starting with the number of site admins, which they reduced from 51 to 2. "We had too many cooks in the kitchen," said Beth. The inflated number of site admins had led to other issues, such as an excessively large number of unique job stages – 58 – and a lack of clarity and various bottlenecks in the hiring process. There are now only eight job stages and the approval process has been simplified and universally adopted. Beth is confident these changes will lead to cleaner data and a more consistent, efficient candidate experience.

Beth knows increased access to more accurate data will improve hiring efficiency and overall performance, which is already an impressive feat. But wait – there's more! "We are now better able to collaborate with our business partners because of the data that we're pulling from the system. We're able to be more unified as a truly global talent acquisition team, moving in the same direction rather than in different streams. Because of our engagement with Greenhouse professional services, we can now position talent acquisition as a strategic partner rather than an order-taker," said Beth.



“The fact that we now have clean and reliable data in a system that flows globally is hands-down enough of a business case to do something of this magnitude. Your TA team will be far more efficient and effective in supporting your business with all of these things put in place.”

Beth Armstrong,
VP of Recruitment at VaynerX





Greenhouse is the leading hiring platform to help companies get measurably better at hiring. Our industry-leading software brings a structured hiring approach to any company's process, helping to define the role, requirements and attributes a successful candidate should have before a job is posted, enabling internal alignment and confident decision-making. The result is fairer and more equitable hiring practices combined with data-driven decisions.

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