

Case Study – Panopto

THE OBJECTIVE

Panopto is a US-based SaaS company that provides an enterprise video platform to universities and global enterprises to facilitate e-learning.

Following their launch in EMEA, they engaged us with the objective of building out their sales and commercial team in the region.

CHALLENGES

The VP of EMEA faced several key challenges in achieving this result.

Including:

- Not having an internal talent acquisition team in EMEA
- Not being an established brand in the region
- Not receiving the quality of candidates required through inbound channels
- Management not having the capacity to focus on recruiting, leading to a long time to hire and poor candidate experience
- Existing recruitment partners not delivering a high level of service

THE SOLUTION

Panopto required a partner with deep market knowledge that could help them identify the highest quality of candidates and reduce their time to hire.

This included:

- Full Recruitment Process Management: sourcing and screening candidates, scheduling interviews and managing the offer process.
- Market Mapping: to identify key competitors and where the best talent is located.
- Proactive headhunting: implementing a multi-channel strategy to engage hard-to-find candidates.



Panopto

Peter Ingle

Vice President of Sales
EMEA,

“Gigstart are very respectful of our time and listen carefully to our needs, so the candidates they find are always of a very high quality”

“They also take a lot of administrative burden off our hiring managers, freeing up time for us to grow our business”

RESULT

So far, we have helped Panopto hire 6 people, all of whom are still at the company with two receiving a promotion within their first year.

Given our success, we have also been referred to multiple teams across the company, including:

- Sales Development
- Enterprise Sales
- Marketing
- Customer Success
- Sales Engineering