

CASE STUDY

Aviatrix scales and diversifies with SeekOut

Series B technology startup grows 3X with SeekOut



About

Aviatrix is the leader in multicloud native networking and security for enterprises. Using SeekOut, they've scaled from 60 to 220 employees in 18 months, diversified their team, and become invaluable business partners to hiring managers and company leaders.

Highlights

Tripled headcount over 18 months

Hired **30 percent** of workforce from underrepresented groups

Exceeded time-to-fill expectations on hard-to-fill roles

Saw **"extremely high"** candidate outreach response rates

The Challenge

Aviatrix had significant growth goals following their Series B funding round. Hiring globally across all areas of the business, they needed a solution for sourcing a diverse candidate pool and a wide variety of skillsets—including in regions where they weren't established.

Mario Linares, Head of Talent Acquisition at Aviatrix, shares, "When you're building a company from the ground up and need to find specific skillsets for a niche industry, you need a powerful recruiting tool." But his team felt that many sourcing platforms were becoming oversaturated with recruiters, negatively impacting candidate response rates.

The Results

Aviatrix used SeekOut to enable their hypergrowth, as they scaled from 60 employees to 220 employees in 18 months.

SeekOut helps Aviatrix recruiters identify and engage a diverse slate of qualified candidates, even for their most niche roles. And the focus on diversity is paying off—Aviatrix is proud to share that over 30 percent of their employees are from underrepresented minorities (URM).

With excellent response rates, Aviatrix fills roles faster than anticipated. For example, they were able to hire an international candidate for a hard-to-fill role within 90 days—well under the five months they expected.

Mario shares, "SeekOut quickly makes our talent acquisition team into subject matter experts so they can identify the right talent for any role. Our recruiters look like stars to their hiring managers."

Overall, Aviatrix finds a high return on investment with SeekOut, using a single solution to find, engage, and hire candidates.



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Mario Linares, Head of Talent Acquisition

The Solution

Mario had done a comprehensive benchmark analysis of sourcing solutions prior to beginning at Aviatrix, and he knew SeekOut would provide a recruiting advantage that other tools couldn't match.

In fact, Aviatrix selected SeekOut before choosing their Applicant Tracking System (ATS). Mario explains, "I built the talent acquisition organization based around SeekOut. My priorities were engaging candidates who were outside our network and driving traffic to Aviatrix, which is important for an early-stage startup. If an ATS vendor didn't integrate with SeekOut, that was a deal breaker for me."

Selecting SeekOut as their main sourcing platform allowed them to:

Hire untapped technical talent. SeekOut's Unified Profiles display each candidate's GitHub "Coder Score," opening up an untapped pool of technical talent.

Identify candidates from underrepresented groups. Aviatrix used SeekOut's diversity filters when they kicked off a search.

Collaborate through project features. Easily share search criteria and candidate profiles in SeekOut to enable cross-team collaboration.

Improve candidate outreach. SeekOut provides a multi-step solution to engage candidates, which helped Aviatrix optimize messaging.

Streamline international sourcing. SeekOut enabled Aviatrix recruiters to source qualified international talent where they lacked connections for internal referrals.

Become a talent advisor. SeekOut's talent pool insights helped Aviatrix evaluate the suitability of expanding to various regions.

Advice to Startups

Mario has one final piece of advice for startups evaluating sourcing platforms. He suggests talent acquisition teams, "Look for a single sourcing platform that provides you both the efficiency from AI sourcing, while also letting you dive deep to find the niche talent for your hard-to-find and high-impact roles. You'll get more in-depth results that will be a better match with your hiring criteria, save time, and help turn your recruiters into subject matter experts."

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