

CASE STUDY

Brightwing Meets Demand for Niche Engineering Skill Set and Cultural Compatibility

CLIENT:

A Tier 1 Automotive Software Supplier (the Company) located in Southfield, MI that, for over 25 years, has been an industry-leading supplier of flexible, innovative software solutions for connected car infrastructure, human machine interface (HMI) technologies, navigation, driver assistance, electronic control units (ECUs), and software engineering.

SUMMARY:

The Company had an immediate need to fill a critical leadership role. The Company was eager to work with a talent advisory partner that could help find candidates with niche skillsets without losing sight of their company culture and vision. However, management was concerned that a limited budget would mean compromising on the quality of talent they could afford to hire.

Brightwing's passion and intuition for identifying the right candidate and delivering solutions demonstrate the power of relationship-driven consulting to establish a long-term opportunity as a company's talent advisory partner of choice.

RELATIONSHIP INSIGHT:

The Company is incredibly passionate about their culture: after carefully building it for over a quarter of a century, they tend to be rather timid about growth lest they expand too quickly and forget long-term goals in favor of immediate hiring needs.

Steve Ermak, Business Development Manager at Brightwing, had previously met the Company's General Manager at a trade show and shared information about Brightwing's core values and passion for helping companies and candidates find long-term success.

"They had initially tried using other staffing firms, but none took the time to evaluate how candidates would fit in with the company culture," Ermak said. "It was essential to find candidates who aligned with the company philosophy, especially because they needed to fill leadership roles".

The General Manager reached out to Ermak for help.

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OPPORTUNITIES:

The Company had a triple-threat combination of requirements that provided a unique challenge.

Candidate requirements:

- Specific niche skillset
- Willingness to work for less money than competitors would offer
- Fit in with the Company's prized company culture

To maintain total transparency, Brightwing advised the Company that realistically, they would not be able to afford the type of niche skills they were looking for. However, Brightwing promised to work with them to find candidates that met the high-quality talent requirements and cultural compatibility standards.

ADDED VALUE:

Following its exclusive BRIGHTview™ Process helped Brightwing identify a candidate with more than the required experience who had recently left one of the Company's competitors. Brightwing encouraged them to meet with the candidate and to consider increasing the salary offer to an amount closer to his previous pay grade.

RESULTS:

The candidate met with the Company's team and immediately felt at home—enough that he agreed to a lesser salary. By working a job that he enjoyed, the candidate's productivity increased, and the Company found an employee who fit in with the culture and who will elevate and enhance company performance.

SUSTAINABILITY:

The Company continues to rely on Brightwing as a talent advisory partner to help them find high-quality talent that aligns with the company culture and vision. Brightwing maintains a candidate pipeline to fill contract and permanent roles for the Company and is projected to fill more than 10 additional roles before the end of the year.