

Case Study: BMI

'Berwick Talent Solutions proved themselves to be a reliable and flexible recruitment partner who anticipated our requirements effectively and offered us both pragmatic and creative solutions.'

Due in no small part to Berwick's collaborative approach to the project, BMI Group was able to successfully open our new Reading Technology Hub on plan, despite challenging milestones and competition for top IT talent.'

Iain Smith – Senior HR Business Partner, BMI Group

Highlights

- Creation of a new tech hub build in Reading, supporting BMI's vision to disrupt their market
- A 60 headcount project spanning permanent roles from £55,000 - £130,000
- High quality, in demand Technology and Digital talent
- Aggressive timescales on a critical path to service transition
- 30 key team members onboarded enabling the Hub to open on time

Our Client

BMI Group, part of Standard Industries, is a global business with interests in building materials, roofing and waterproofing. BMI believes that with the right technology, imagination and intelligence, a roofing project can be a power station, a living space, a garden, or a work of art. Their vision to disrupt the industry with an innovative digital approach saw the creation of a new Tech Hub.

The Remit

We were retained to recruit 60 technology and digital specialists across management and specialist levels. The majority of the roles were UK based, with additional key hires into Europe. BMI sought high quality, in-demand talent across Insights & Analytics, Service Delivery, Enterprise & Solutions Architecture, Business Partnering and Digital in aggressive timescales.

The Solution

Working with key stakeholders, we implemented a bespoke project delivery plan and engaged a series of initiation meetings to get under the skin of the roles and the unique BMI culture.

A dedicated project delivery team was established. High touch account management and progress reporting were critical in ensuring we hit the milestones. The project lead was based onsite to ensure maximum stakeholder engagement.

We created a comprehensive campaign [microsite](#), executed online advertising, aggregator and social media campaigns and performed intensive direct sourcing and headhunting activity.