

Case Study: Trinseo

“Berwick Talent Solutions was a true partner from the word ‘go’. From co-developing and launching a global recruitment process, to designing a recruitment microsite and tracking and analysing success metrics, the team has proven to be highly collaborative, responsive and is driven to deliver”

Jenn Steele, Director – People Strategy, Trinseo

Highlights

- A complex 200-person capability build to support operational independence
- Delivering significant transformation with close to 150 hires in the first 12 months
- Global scope, spanning 13 locations across APAC, EMEA and North America
- Cross-functional roles from operational through to niche technical and global leadership
- Aggressive timescales with ‘hard stop’ service transition deadlines
- 95% offer to accept rate
- Strong diversity stats, notably in gender and diversity of thought
- Extremely high levels of candidate satisfaction with 96% reporting their experience as either ‘very good’ or ‘excellent’

Our Client

Trinseo is a global materials solutions provider and manufacturer of plastics, latex binders and synthetic rubber. Founded in 2010 as a spin-off of Dow Chemical, Trinseo have sales of more than \$4 billion and approximately 2,200 employees globally. Since their formation, Trinseo has relied on Dow for many of their services, systems and processes. As they mature as an independent company, Trinseo are now embarking on their next chapter of growth - The T2020 Program.

The Remit

We were retained as Trinseo’s exclusive global RPO partner to manage the entire recruitment campaign, in support of total operational independence. This was a hugely complex task given the geographically dispersed stakeholder group and non-negotiable timelines. The roles spanned IT, Logistics, Finance, Customer Service, Procurement & Supply Chain, Manufacturing and EH&S.

The Solution

We architected an implementation and delivery process, mobilised a dedicated team and established a central account and risk management function. We created a careers [site](#), ran global online advertising and social media campaigns and undertook intensive direct sourcing and headhunting. A high touch, centralised account management and risk monitoring function were critical. A dedicated BTS Engagement Lead led weekly interactions with a wide range of client stakeholders. Given the global remit, physical meetings were aligned with T2020 PMO events.