

Case Study: RFi Group

'We were looking for a partner who could help us with our high-growth talent needs across multiple international markets and at various levels, from senior execs, down to customer services account managers and Berwick Talent Solutions, together with their associated brands, Berwick Partners and Odgers Berndtson, were able to fill that gap brilliantly. They have kept us full informed and communicated excellently through the various processes, uncovering some really fantastic candidates whom we are delighted to have onboard. We would recommend them highly and enjoy working with them now and in the future as we continue to hire'

Mark Jackson, Group CFO, May 2021

Highlights

- Retained as RFi Group's strategic, exclusive, recruitment partner on an ongoing basis
- Supporting organisational growth as RFi increase headcount, expand geographical presence, and diversify service portfolio following private equity investment
- Appointing key commercial and functional roles from individual contributor to senior leadership level
- Delivering multiple search assignments across UK, North America, and APAC

Our Client

RFi Group is a global insights provider specialising in data and information gathering, customer-based insight generation and business decision support for the world's leading financial service providers, as well as challengers, disruptive market participants and more recently, big tech. Covering 48 key global markets, with offices in Toronto, London, Singapore, and Sydney, RFi provides clients with tailored advice and insights relevant to their specific market and business needs. Established in 2008, they have grown around 30% YOY, taking on significant growth investment from US based Technology PE Firm, Diversis Capital in early 2020.

The Remit

RFi Group's plan is to expand their product portfolio to include a new DaaS (Data-as-a-Service) offering, grow footprint in current regions (UK, Canada, Australia, Singapore) and move into new territories (US and Europe). They are aiming to triple their headcount (current circa 80 people) within the next three to five years. BTS has been retained as a long-term strategic talent acquisition partner to support this growth, focussing on commercial, sales, business development, marketing, creative, research and HR roles (£40,000 - £150,000). Recruitment activity is being delivered in distinct phases aligning with priority levels and expansion plans.

The Solution

We mobilised a dedicated project team bringing together expertise appropriate to the different role levels, types, and geographies. We convened a project kick off for all stakeholders to agree key messages to market, search geographies, advertising strategy and end to end recruitment process. For each unique role there was an in-depth briefing session and tailored delivery strategy, supported by written progress reports and weekly update calls, allowing us to continually refine our understanding of client culture and requirements. We have penetrated active and passive talent pools, undertaking rigorous assessment of a diverse pool of potential candidates for each role. Phase one of the project has taken four months, resulting in 10 key hires, as we now look forward to supporting further activity in future phases.