



## Retail software specialist Revionics selects Jurupa for European RPO

Revionics is a proven leader in End-to-End Merchandise Optimization solutions. They empower retailers globally to profitably execute a data-driven omni-channel merchandising strategy by utilizing one of the most comprehensive set of shopper demand signals to increase financial performance and improve customer satisfaction. Revionics' solutions are powered by unmatched demand-based science and advanced predictive analytics to help ensure retailers have the right product, price, promotion, placement and space allocation to drive business performance and seamless shopper experience – online, in-store, social and mobile. Delivered on a scalable, SaaS-based platform offering real-time insights and dynamic decisions at speed.



The search is over

Client since 2015

### Hires made

- Regional Sales Manager, Southern Europe
- Regional Sales Manager, UK & Ireland
- EMEA Operations Engineer
- Pricing Strategist
- Senior Vice President, EMEA
- EMEA Support Engineer



### The challenge

Revionics approached Jurupa in 2015 with a familiar challenge. Their existing recruitment set-up consisted of a Talent Acquisition Director whose primary focus revolved around the more strategic elements of HR e.g. employment law, payroll, employee well-being.

The sole outlet for day-to-day recruiting activities rested with a contract recruiter based in California. This in itself lead to challenges when it came to connecting with target candidates in Europe, given a time gap that varied somewhere between 8-10 hours.

As an organisation, the decision had been taken by their CEO that the time was ripe to focus on expanding the company's footprint in Europe and it was determined that an RPO (recruitment process outsourcing) solution would best serve their needs.

### The brief

In competition with 2 larger and more established search firms, Jurupa were instructed on the need to identify, hire and close 6 key heads in EMEA with a completion deadline set just 2 months from the start of the agreement.

The slated positions were somewhat varied and diverse, consisting of operational, technical and sales roles. Subject matter expertise as well as multiple language skills formed a major part of Revionics' shopping list and therefore it became crucial to accurately map the market from the start.

The Revionics logo is displayed in a white rounded rectangle. It features the word "REVIONICS" in a bold, sans-serif font. The letters "O" and "I" are stylized with green circular accents.The Jurupa logo is written in a large, white, stylized font. Below it, the tagline "The search is over" is written in a smaller, white, sans-serif font. The background of the header is a blurred image of two men in suits shaking hands.

## Our approach

Utilising a precise and refined approach, Jurupa set to work on a targeted messaging campaign incorporating a wide span of talent sources including job boards, social media, professional networks and an extensive, internal database.

The SVP Sales EMEA decreed that all of the Sales & Marketing hires needed to come from within the retail analytics space.

This presented an additional consideration – the need to decipher and to understand the mindset of this space. When it came to messaging, it was of great important to build the right pitch in order to accurately represent Revionics to their target audience.

## End result & conclusion

Working in close partnership with Revionics' California based internal recruiter, Jurupa worked around the clock to ensure rapid progress, smooth communication and effective negotiation when arriving at the offer stage.

In order to ensure a seamless integration, Jurupa were assigned full access to Revionics' Applicant Tracking System (JobScore in this case) and had official email addresses created to maintain continuity during the recruitment process.

Each milestone was successfully hit – on budget and within the pre-defined timescales.

Thanks to Jurupa's diligence, professionalism and outstanding value, Revionics continue to be a very happy customer and we look forward to assisting with their continued expansion across Europe over the coming years.

An icon showing a white silhouette of a person pointing towards a white signpost with two arrows. One arrow is white and points left, the other is orange and points right.

Find out how Jurupa can help your business

If you would like to discuss how Jurupa can help with your short and long term strategic recruitment needs in the UK, Europe or the US, please get in touch today on [+44 \(0\)1260 296536](tel:+4401260296536). or email [info@jurupa.co](mailto:info@jurupa.co)

We look forward to working together to find the perfect people for your business.

Jurupa. The search is over.

