

# How Diamond Kinetics made 2 crucial hires in less than a month with **HiveFive**



By leveraging HiveFive's guaranteed hire model, Diamond Kinetics, a Pittsburgh-based motion analytics company focused on baseball, made great hires in record time.

As CTO of Diamond Kinetics for the past eight years, Mike Ressler has built and rebuilt his team several times over. But when it was time to hire two senior iOS engineers, Mr. Ressler knew he was facing a hiring market that was fundamentally different from any he'd encountered before.

"These days, I can hire people from anywhere," says Mr. Ressler. "But so can everyone else. I'm not just competing for talent against other companies in my area. I'm competing against the biggest tech companies in the world."

Increased competition was only one part of the puzzle. For Mr. Ressler and the rest of the 40-person Diamond Kinetics team, passion matters as much as credentials. "We're working to change the game of baseball," says Mr. Ressler. "It's important for us to find people who are really excited about the mission."

## A fresh take on hiring

Mr. Ressler had tried all the usual options during previous hiring sprints. And he knew he wanted something new.

"With recruiting agencies, I always felt like I was paying for services I didn't want. We don't need help with scheduling or phone screening. In fact, we prefer to handle those things ourselves, because it gives us a chance to get to know the candidates. Where I really need help is sourcing."

So when a colleague recommended HiveFive's guaranteed hire model, Mr. Ressler was immediately intrigued.

"What I loved about HiveFive, right away, was that it stripped away everything I didn't need and gave me the one thing I did need: pipeline. Plus, I loved that they were willing to guarantee their work. Five thousand bucks for a guaranteed hire? This was a no-brainer to me."

**“HiveFive stripped away everything I didn't need and gave me the one thing I did need: a great pipeline of talent.”**

## Creating a deep bench of talent

For Mr. Ressler, a personal touch is essential to recruiting. He was able to deliver that personal touch at scale through HiveFive's smart outbound emails, which delivered a message crafted by Mr. Ressler to promising candidates.

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“When engineers receive an email from a CTO, it has a totally different effect than receiving an email from a recruiter,” says Mr. Ressler. In total, nearly 2,000 emails were sent, resulting in a final pool of 41 candidates that were passed off from HiveFive to Diamond Kinetics for screening.

The speed and volume at which HiveFive delivered top candidates fundamentally changed the recruiting process for Mr. Ressler.

“It was really exciting seeing the level of talent that HiveFive delivered,” says Mr. Ressler. “Rather than trying to talk ourselves into people, we only spent our time sorting through the very best candidates.”

The influx of outstanding candidates meant the team was able to spend less time searching, and more time focusing on what really mattered. “With a small team, hiring is a lot of work. You still have to put the effort in. Our hiring manager was doing a lot of phone screens. But they were high-quality screens. I felt better asking my team to spend time this way.”

## The results? A home run.

In less than a month, Diamond Kinetics was able to fill both senior iOS engineer roles.

“I'm thrilled with the outcome,” says Mr. Ressler. And now he's thinking about how to use HiveFive next.

“The startup world is unpredictable,” says Mr. Ressler. “It's good to know that if and when I need to scale up my team, HiveFive is there with the service that I need.”

“I am going with HiveFive as a first pass on every future hire. It's absolutely the model that I want,” says Mr. Ressler.

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