

## Case Study



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**Jude**<sup>™</sup>

When faced with a series of talent acquisition challenges, Jude turned to Pivotal to provide an end-to-end talent solution to enable high quality, fast and effective hiring.



**Position:** Senior Growth Manager and Paid Acquisition Manager

Founded in 2019 and launched in 2022, Jude has already achieved remarkable success. With £4m in seed funding from major VCs, they've grown to 18 team members and are actively hiring. Backed by a founder experienced in successful DTC scale-ups and VC funds, Jude leads as a category creator in a sector addressing bladder issues affecting over 2.3 billion people globally, a larger market than erectile dysfunction. A mission-driven brand, Jude is making a positive impact.

## Challenge

Jude, an early-stage startup without an established brand reputation, confronts the challenge of addressing a distinctive and sensitive topic that demands careful positioning; notably, they pioneer this category. Struggling with the absence of an internal talent function, they faced inefficiencies in their direct hiring attempts, leading to wasted resources. A deluge of candidate applications lacked effective management, further complicating their recruitment efforts. Additionally, they lacked an established professional network.

## Solution

After comprehending the founder's challenges, we devised a distinct retained project. We managed their talent function for two marketing roles, covering:

- Briefing packs, compelling job adverts.
- Streamlined application management, candidate screening.
- Seamless interview scheduling, offer handling, onboarding, aftercare.

Integrated into their ATS via our company email, we oversaw all applications—reviewing, rejecting, screening, and scheduling interviews. We handled direct referrals similarly for benchmarking. With complete market outreach control, we acted as a true brand extension, saving them time for their core tasks.

## Results

Working directly with key stakeholders Pivotal oversaw the delivery of two new Growth Marketing hires, from project kick-off to completion in 8 weeks.

*“Pivotal helped us recruit for a growth lead. They listened to what we were looking for and very quickly brought a curated and talented selection of people who fit our needs. The process was quick and they went above and beyond. Can highly recommend”*



Candidates Screened

35



CV Sent

72



Interviews

22



Successful Hire

2

