



Case Study

TA Team Partnering

Location

Europe, Germany

Client

Oracle Corporation



ORACLE®

At the time of this case study, Oracle was the 2nd largest software vendor by revenue.

The Challenge and our Mission

Strallen's mission was to support the internal TA team, provide search services on a retained basis in the challenging Central European markets, dominated by the local presence of home-grown SAP. On top of this, Oracle had announced an accelerated hiring programme, with an increased volume of hires and an aggressive delivery deadline.

The requirement was for 10 new business application sales reps.

The Process

Strallen took a detailed brief, taking data and insight from multiple stakeholders in the business: VP Sales Western Europe Applications, and the Head of European Recruitment. The Strallen team then worked locally with the installed internal Oracle TA team.

A programme of search for 3 months, targeting the competition (SFDC, SAP et al) and related software vendors (across all Cloud solutions and lines of business). This was primarily direct headhunt, and flexing of a rich active and passive candidate network in Germany.

Result

Strallen exceeded expectation, securing 14 senior new business sales hires in the required timeframe.

Since the great success of this campaign, Oracle Recruitment have approached Strallen again, with another campaign mission in Germany.