

# CASE STUDY

Transforming Talent Acquisition for  
Start-Up Medical Device Company

## EXECUTIVE SUMMARY

A rapidly growing medical device company, was on the verge of launching a groundbreaking Class II device. To do so, they needed to double in size but faced a critical challenge: finding and securing top-tier engineering talent.

## BUSINESS CHALLENGES

The company initially partnered with a traditional recruiting firm but saw minimal progress. The firm lacked the necessary reach into the local medical and pharmaceutical engineering talent pools and failed to grasp the specialized requirements of the roles. This left the client in a challenging position, facing delays that could jeopardize their go-to-market timeline, FDA certification, and overall business growth.



**I asked Kirk at Talent Factory to help us identify qualified candidates for several niche engineering positions that were critical to my team's success. Kirk took the time on the front end to thoroughly understand my needs, set up a smooth and repeatable process for screening and interviewing candidates, and kept me updated every step of the way with daily progress reports. Most importantly, he landed us several candidates who have already made a massive impact on our team.**

**- DW - Director of Engineering**



## APPROACH

Recognizing the urgency and unique needs of this organization, Talent Factory redefined the traditional recruiting model, offering a tailored, innovative client and candidate-centric approach:

### TARGETED INDUSTRY EXPERTISE

Leveraged expertise in Medical Device Industry with over a thousand placements.

### COMMUNICATION & TRANSPARENCY

Implemented daily updates and real-time dashboards to ensure visibility and progress tracking.

### MARKET INTELLIGENCE

Provided insights into talent trends, compensation, and market shifts to aid client decision-making.

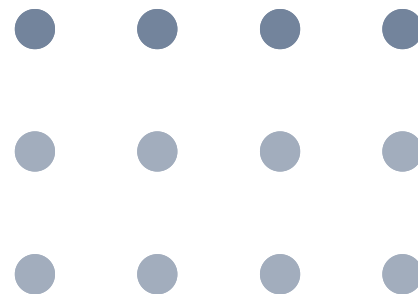
### PERSONALIZED ENGAGEMENT

Crafted tailored strategies to attract top talent by focusing on key value drivers.

### "WHY" DOCUMENT

Created a compelling document highlighting the client's unique culture and benefits, positioning them as a top employer.





## THE RESULTS

The strategic, customized approach yielded impressive outcomes:

- **400% Increase** in Engagement: Boosted candidate engagement through targeted outreach.
- **36 Key Hires** in 36 Months: Filled 36 critical technical roles in three years.
- **92% Placement Retention** After 12 Months: Placed candidates with strong cultural fit, ensuring long-term retention.
- Workforce Growth: Helping **double the size** of client to grow from 200 to 400 employees.
- **FDA Certification**: became FDA Certified in 2023 bringing new products to the market

**%400**

**ENGAGEMENT  
INCREASE**

**+36**

**KEY HIRES IN  
36 MONTHS**

**%92**

**PLACEMENT  
RETENTION**

## CONCLUSION & BUSINESS IMPACTS

By redefining how the client “Digested Recruiting,” Talent Factory immersed itself in their culture, gained a deep understanding of the critical roles, and transformed the candidate experience. This fresh approach allowed client to not only fill essential positions but also significantly scale their production capacity from tens of thousands to millions of units annually, facilitating the global distribution of their devices.



WEBSITE  
talentfactorymedical.com



PHONE  
847.796.0997



EMAIL  
kirk@tfrecruiting.com

***We are leaders in Full-Time Direct-Hire  
employment, specializing in connecting medical  
device companies with the best engineering and  
regulatory talent in.***

**KIRK PETYO**

MANAGING PARTNER, TALENT FACTORY

