

ENIGMA

PEOPLE SOLUTIONS

A CASE STUDY:

indie
SEMICONDUCTOR

“The benefit of working at a company the size of indie means your individual contribution can make a difference for the company and for yourself. You have the opportunity to be a part of something that is small and growing very fast, whilst being a significant player – a rare environment for engineers to be able to enjoy”

- Lionel Federspiel

Californian-based indie Semiconductor is a multimillion global company, that selected Edinburgh as the ideal location to expand their Design team in 2015. Enigma People Solutions has worked with indie over the last few years to help them grow from an initial start up team of three, to the established design centre they now are.





The fast-growing company chose to join the rich and innovative technology community present in Scotland's capital city, with the ambition to build a centre of expertise for complex chip design that they, and Edinburgh, can be proud of. indie were particularly attracted to Edinburgh due to the engineering capability of the talent across the city. They wanted to hire engineers who have been educated, trained, or have working experience of the Scottish engineering culture, as they thought these people would fit really well in the company's innovative and self-starting culture.

indie Semiconductor had a team of around 40 people when we first started to work together, and they have since gone on to grow to over 100 people between Edinburgh, Houston and California (they also have a small presence in China). However, in growing their team they faced two pretty big challenges: recruiting in the US market, where the war for talent is further perpetuated by co-location with two of the world's largest semiconductor companies, and in Scotland it was problematic trying to attract local talent, as the company was largely unheard of.



indie Semiconductor engaged us, on an exclusive and retained basis, to carry out their recruitment marketing services, tap into established networks, raise awareness of their brand in the market, and grow their team in Scotland and the US. Working closely with both the CEO and the VP of Sales & Marketing, we enhanced their existing marketing strategy through a combination of content creation, social media marketing and market research. This resulted in an overall increase in their employer branding and attractiveness to potential candidates. Promoting their brand via marketing channels in the US and the UK, and engaging with local industry partners, such as Scotland IS and Talent Scotland, meant we were able to effectively 'sell' indie Semiconductor to the available talent pool and source potential candidates.

We conducted in-depth, exclusive interviews with members of indie's senior management team to give future hires an insight and real understanding of the company's creation, their working culture, and the technology expertise of their products. Along with this, the consultative element of our service allowed indie access to our expert knowledge of the Scottish electronics market, key industry information and contacts, like local university contacts, trade bodies and technology hubs in the area.



As indie Semiconductor's exclusive recruitment partner, we provided candidate sourcing and offered pre-screening of all candidates, who applied through a variety of channels including direct applications, through the indie website, advertised response, search and selection activities and word of mouth. We managed the interview process, arranged interviews and assisted with the management of the offer process for selected candidates.

As with many companies in the emerging and enabling technology industry, the skill sets which indie recruit for are scarce in the market and in high demand across various industries. It's a challenge to attract key candidates in a relatively short amount of time in the electronics market at the moment, and the recruitment process can take several months to go from candidate attraction to hiring. Working with just one recruitment company, indie were able to overcome these challenges, and promote a coherent and consistent message to the market.



Accuracy is key when helping start up companies to build their team. Reviewing CV's and interviewing candidates is time consuming for what are already stretched R&D teams, whose main priority is delivering designs to customers. Every business has access to a multitude of candidates through online job boards, social media and candidate databases, but that doesn't necessarily make the recruitment process straightforward. What businesses often overlook, when recruiting, is that it's not just about finding candidates; it's about finding the right candidate. The true expertise lies in matching the right candidates to the right opportunities; a recruitment consultant's approach towards the passive candidate and their efficacious technique play a part in providing a service that clients are more than happy to use and pay for.

Our numbers demonstrate the value of our work.

- 84 % of the candidates we have introduced have been interviewed by indie
- 27 % of the candidates we have introduced have been hired by indie
- Only 2 people hired by indie in Edinburgh over the past 4 years have moved on and one of those was an internal move to the US office.

indie Semiconductor is now highly regarded, and an exciting and established employer to work with in the electronics market in Scotland. Our ongoing support of the company means whenever indie is ready to recruit, they have an existing credible presence in the market and can effectively attract top technology talent, who have already heard of their brand and unique company culture.

“ indie has worked closely with Enigma People to broaden our employer brand and attract candidates as we expand our design team in the Edinburgh marketplace. We require highly specialist hardware and electronic design experts to help us deliver key projects to clients.

Enigma People Solutions approach to recruitment marketing has furnished us with a range of candidates to select from and we have seen a strong spike in interest in indie Semiconductor as a reaction to the blogs that they have written and promoted on our behalf.

The result has been that we have some important hires identified and in process to join the business. The team is growing and we are looking to move office to accommodate this

Stewart Smith – indie Semiconductor



Interested in working with
us?

Give Ben Hanley a call for a
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