



EXCEEDING EXPECTATIONS

*How Route Networking Group Transformed
the Workforce of a Global SAAS Provider*

HIRING ISN'T EASY

Writing a job description and expecting outstanding applicants to show up is like crossing your fingers and hoping for the best. To hire a highly skilled workforce for your company, employers need to do more than roll the dice in the local candidate pool.

That's where Route Networking Group comes in.

Backbase, a longstanding partner to RNG, serves as an example of an employer that was looking to strategically find talent that would help them create a strong foothold in Boise, ID. Prior to meeting RNG, Backbase's Senior Vice President, Vince Bezemer, had planned to open a satellite office in the Bay Area.

After meeting RNG, Vince was able to connect with talent that allowed Backbase to get on the map in Boise.

Backbase is a global SAAS provider that serves the top 150 financial institutions worldwide - providing an innovative engagement banking platform. The company, headquartered in Amsterdam, uses their platform to easily plug into existing core banking systems - giving financial institutions the ability to deliver seamless customer and employee experiences.

BACKBASE MEETS RNG

When Vince Bezemer opened the Boise office, he quickly understood he would need help finding the right people to establish the new location.



**Senior Vice President
Vince Bezemer**

"I didn't really know what Boise was before I moved here. If you want to build something, you must work with someone who has local connections and understands local customs. As I was building a social network, I always squeezed in a couple of work questions and asked for recruiting suggestions. Route came up several times, and after I reached out to several teams, Jessica was the most responsive."

In six years RNG placed 70% of the Backbase team, helping them grow to their double-digit headcount.

"The real testimony is that we've built something sustainable ...that we created something that can survive without RNG. Boise is really on the map, in general but also within the company. Both because of our great attitude and our business results. We probably have one of the healthiest offices that Backbase has."

THE HUMAN ELEMENT

Time and again, Route Networking Group's recruiters hear that their approach is more attractive to candidates - leading to higher quality responses. Take Ruben Tamminga, an Account Executive who was placed in 2020.

Ruben once lived in the Netherlands, had the right experience, and seemed like the perfect fit. BUT - he had zero interest in talking to a recruiter. Despite his hesitation, Bianca Tovar (Recruiting Strategist) convinced him hear to her out, because she knew that Ruben could be someone Bezemer was looking for to round out the team.



Ruben Tamminga

"She was gentle but persistent. Finally - I met with Backbase (for a 15 minute meeting that turned into a 2 hour call). I was being actively pursued, and Bianca helped play matchmaker."

Ruben went on to accept the role with Backbase, and was the first new-hire to close a deal and exceed his quota within his first 12 months.

"RNG finds the right people: instead of focusing on who knows who, it's about who's right for the company. They help people network with folks they wouldn't otherwise connect with and match good people with good companies."



Charlie Cornforth

RNG's most recent placement, a Business Development Representative named Charlie Cornforth, was actively pursuing work when Jessica Cafferty (RNG's Founder and President) connected him with Backbase.

"What I liked about RNG is that I felt like I was talking to a friend about the opportunity, so my guards were down. I felt like I could ask the real questions and get unfiltered answers."

Charlie integrated well into the Backbase team and was quick to exceed expectations. He was hired and January 2021, and in the third quarter he already reached 88% of his annual goal. He was excited to join a company advancing the fintech industry, but he made it clear:

"I wouldn't be at Backbase without RNG."

OUR RECRUITING TEAM



Jessica Cafferty
Founder & President



Peter Richter
Senior Recruiter



Bianca Tovar
Recruiting Specialist



Zoe Shealy
Recruiting Specialist



John Hosmer
Recruiting Specialist



Mikey Castro
Recruiting Specialist



Kayla Otto
Recruiting Specialist



Hailey Huston
Office Manager

Route Networking Group is a boutique recruiting firm that values the quality of our connections and partnerships. When the right talent feels out of reach, RNG can help. We step in and shoulder the weight of searching for and uncovering the people that your organization needs.

We're the dedicated "People Partners" that work as an extension of our clients, ultimately leading to a more efficient and effective search.

CONTACT US TODAY

To Learn More About Our Services!



208-342-9896



hello@routenetworking.com



routenetworking.com