

ROUTE NETWORKING GROUP

JULY 2023

# Creating Connections

HOW ROUTE NETWORKING GROUP RECRUITED LOCAL, TECHNICAL TALENT FOR A TREASURE VALLEY BASED SAAS COMPANY



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# About Route Networking Group



## ABOUT OUR COMPANY

Route Networking Group was born out of the genuine need for a corporate recruiting agency with roots in Idaho and a professional network across the Northwest.

*We are dedicated to helping Idaho and Northwest companies connect with exceptional talent.*

We believe in creating value through relationship-building. Our approach is unlike any other; it's a high-touch, boutique experience with a focus on quality over quantity that leads to tremendously successful client recruiting experiences.

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# Meet Engage Technologies

If there's one thing that's promised, it's this: humans will get sick. All are guaranteed to end up with an ailment of some sort, and unfortunately, that often means doctor visits, surgeries, and sometimes other long-term care plans.

Enter: Engage Technologies Group. Engage is a SAAS (Software as a Service) company that leverages their platform to deliver educational content to patients in the form of short-form videos. These videos tell a story that help inform patients about their medical decisions.

In partnership with practices in the ocular, aesthetics, and dental spaces, Engage Technologies Group works to educate patients about their condition to aide in healthcare decision-making.

Engage focuses to "Strengthen patient relationships by empowering them with consistent, expertly curated knowledge in sequences that anticipate and answer their questions at their height of interest and time of need."

To be a successful provider, Engage Technologies employs strong technical employees that deploy their tactics. Their team saw a genuine need to partner with a local recruiting agency who could connect them with niche talent that can often be scarce in the Treasure Valley

*Here is where Route Networking Group and Engage began their partnership.*

## David Buckley, CTO at Engage Technologies

*"RNG was able to connect us to the talent we would have otherwise not found, since they already had the connections."*





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# The Start of a Partnership

## HOW ENGAGE TECHNOLOGIES AND ROUTE NETWORKING GROUP CONNECTED



When RNG and Engage Technologies started their relationship in early 2021, the teams were able to partner to fill operational gaps and processes that made both Engage and RNG better.

Laci Mullins, Director of HR, has been with Engage Technologies since 2020, and started as an Executive Assistant to the now CEO, Lloyd Mahaffey.

In her tenure, she recognized a gap in their HR department, so she stepped in and started doing internal HR and recruiting.

However, she was new to the HR and talent acquisition space, and she had other duties. Because of this, recruiting became a time-consuming part of her day and made success in other areas more difficult.

RNG was able to step in and shoulder some of the weight of recruiting so that Engage Technologies could hire top talent faster and tackle especially challenging positions.

***“In general, having the support, and having someone we could rely on no matter the role was hugely valuable to us.” – Laci Mullins***

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# Finding The Right Candidates

INTRODUCING BRAD TO ENGAGE TECHNOLOGIES



Brad and Kayla

One of Route Networking Group's Technical Recruiters, Kayla Otto, worked closely with Engage Technologies to search for an experienced Product Manager, and found that in Brad Mauzerall.

Brad was working for another company in the Midwest at the time and felt like he was plateauing in his role.

He was ready to face a new challenge when he reached out to the Route Networking Group team, Kayla was able to connect him to Engage Technologies where he found his new career.

***"The social experience of going through the hiring process and having not only an advocate but a sounding board, is the tangible value that RNG was able to provide."***

***It can be a very solitary experience to find work, and you can hear several 'nos' before you hear your 'yes.'"***  
***– Brad Mauzerall***

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# Finding The Right Candidates

## INTRODUCING CURT TO ENGAGE TECHNOLOGIES



Like Brad, Curt Van Wyk (Senior Software Engineer) was ready to level up in his career journey. He had been in his previous role for 6 years, and while he was ready to move upwards internally, his employer was slow to make that change.

After coming to Boise to visit his brother (the plan being to work remotely for a few months), he realized there was a market for employment that he could tap into. RNG's Senior Recruiter, Bianca Nisbet, was able to connect with Curt about his goals and work preferences.

Although Curt was still hesitant on making a move from his current employer, Bianca was able to get Curt and Engage Technologies

connected for an introductory conversation. Through Curt's interview, he realized that this was an opportunity he couldn't pass up.

***"Bianca took my skillset, understood what I was seeking, and did the legwork to help match me with what I was looking for."***  
– Curt Van Wyk

The physical location, the idea of working for a start-up and being a contributor drew Curt in. Ultimately, Bianca saw the potential for a match between Engage and Curt which led to a successful hire for their team.





*Curt, Kayla, Laci, Bianca, and Brad*

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# The Recruiting Results

Route Networking Group's adept partnership with Engage Technologies has proven to be instrumental both teams' growth.

*In fact, RNG's matchmaking skills and network of technical candidates lead to 8 exciting hires at Engage Technologies including UI/UX designer, Content Editor, Senior Azure Application Architect and more!*

***"People love working here. We're hybrid, have a flexible schedule, and there's a positive team culture." – Laci Mullins***

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# Staff & Team Members

THE PEOPLE BEHIND THIS PROJECT



**JESSICA CAFFERTY**  
PRESIDENT & FOUNDER  
OF ROUTE NETWORKING GROUP



**BIANCA NISBET**  
SENIOR RECRUITER



**KAYLA OTTO**  
TECHNICAL RECRUITER

## A New Route To Talent

Engage Technologies isn't the only company here in the Northwest to see results in hiring professionals...

Companies like Backbase and RecorGroup have used our services due to our success in recruiting for highly technical positions!

*If you're struggling to find the right candidates for your company then turn your recruiting dead ends into a brand new route!*

Start connecting with highly skilled professionals in technology, manufacturing, finance, operations and much more.

Contact us now and let's build your company with a pipeline of qualified, culture fit candidates!



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