





# 200-Person R&D Center: How Devire Supported GN Nord During the Pandemic

As the world grappled with the COVID-19 pandemic, GN Store Nord, a global leader in audio technology, embarked on the establishment of a new R&D center in Poland. Shortly thereafter, the company faced the challenges of a global financial crisis and the war in Ukraine. In these uncertain times, GN required a partner capable of not only recruiting specialists but also guiding them through the demanding process of establishing a branch in the unfamiliar Polish market.

## Project Overview

 <p><b>Country</b></p> <p>Poland (Warsaw and remote work)</p>	 <p><b>Industry</b></p> <p>Technology (R&amp;D IT) and Finance &amp; Accounting (SSC)</p>	 <p><b>Services</b></p> <p>End-to-end recruitment</p>	 <p><b>Duration</b></p> <p>26 months</p>
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## The Challenges

GN sought to establish an R&D center in Poland to drive innovation, accelerate product launches, and tap into skilled talent. **Challenges included finding the right talent and overcoming cultural and language barriers.**

From our partner's perspective, three factors were crucial for the project's success: flexibility, an excellent understanding of the Polish labor market, and the ability to swiftly acquire talent under changing market conditions.



**Aleksandra Kazmierczyk-Robak**, Senior People & Culture Manager at GN Poland, noted, „We were, in a way, a startup – a small team taking its first steps while facing significant challenges. Devire played a key role in establishing these essential foundations.”

## The Process



The next step involved actively sourcing candidates based on client guidelines, organizing interviews, and managing the offer process.



The first phase of recruitment focused on finding candidates for the R&D center (IT). **Ultimately, 161 individuals accepted Devire's offers, with 134 securing actual employment.**

Our first recruitment phase targeted the R&D center (IT). A dedicated nine-member consulting team utilized an extensive network and the Jarvis database to successfully place 134 specialists in areas such as:

- Mobile (developing applications for iOS and Android)
- DevOps
- QA/Test
- Frontend and Backend
- Embedded (Linux and Android systems)

In total, **Devire hired 134 highly specialized IT experts for the R&D center** being established by GN in Warsaw.



The success of the project's first phase led to an expanded collaboration with GN Store Nord.

The client proposed initiating the second phase, aimed at providing comprehensive support for entering the Polish market and developing and implementing a talent acquisition strategy for the shared services center. Devire consultants, specializing in finance and accounting recruitment and possessing in-depth knowledge of the SSC/BPO sector in Warsaw, joined the project.

**Devire successfully closed 69 recruitments in finance and accounting** for the new GN Nord Shared Services Center in Warsaw.





### What was the key to Devire's successful recruitment?

The combination of Devire's experts' market knowledge and experience with the flexibility and ability to swiftly adapt to new business conditions.

**At GN's request, we expanded the scope of our collaboration during the project by taking over the management of employment forms.** Some of the experts recruited during the project signed employment contracts with the client, while others worked on an outsourcing basis under B2B contracts with Devire. Consequently, **our team assumed responsibility for legal and formal aspects as well as settlements with IT contractors performing tasks for GN Audio.**

## Project Summary

The establishment of R&D IT and SSC centers for GN Audio took approximately two years. During the collaboration Devire:

 <p>contacted over 20 000 individuals</p>	 <p>1 200 candidates were added to the client's ATS</p>	 <p>recruited 134 IT specialist for the R&amp;D center</p>	 <p>hired 69 people in Finance and Accounting (SSC)</p>
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Despite the challenging times marked by the pandemic, the crisis, and the war, GN Store Nord was able to establish and grow its R&D and SSC centers in Poland.

Are you interested in learning more about collaboration within the Recruitment Process Outsourcing model?

**Want to talk about partnership with Devire?**

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