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



Country

Poland (Warsaw and remote work)



Industry

Technology (R&D IT) and Finance & Accounting (SSC)



Services

End-to-end recruitment



Duration

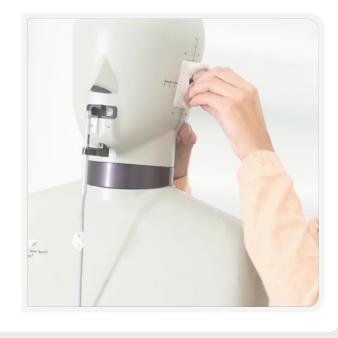
26 months

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.

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.

From our partner's perspective, three

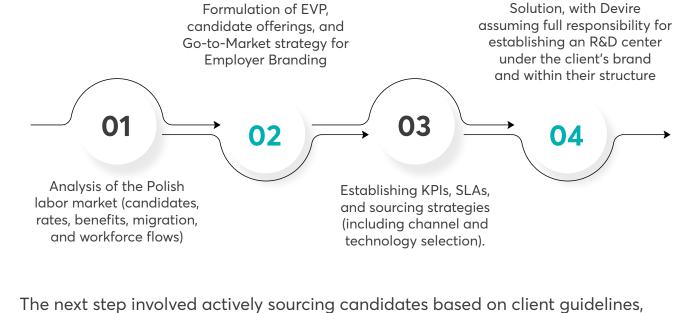


Kick-off for the Full RPO

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."

Aleksandra Kazimierczyk-Robak, Senior People & Culture Manager at GN Poland,

The Process



The first phase of recruitment focused on finding candidates for the R&D center

organizing interviews, and managing the offer process.

employment.

Embedded (Linux and Android systems)

with GN Store Nord.



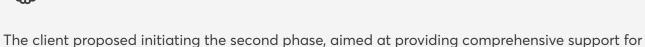
Our first recruitment phase targeted the R&D center (IT). A dedicated nine-member consulting team utilized an extensive network and the Jarvis database to successfully place 134 specialists in areas such as:

(IT). Ultimately, 161 individuals accepted Devire's offers, with 134 securing actual

Mobile (developing applications for iOS and Android) DevOps QA/Test Frontend and Backend

In total, Devire hired 134 highly specialized IT experts for the R&D center being established

The success of the project's first phase led to an expanded collaboration



by GN in Warsaw.

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.

At GN's request, we expanded the scope of our collaboration during the project by

What was the key to Devire's successful recruitment?

during the project signed employment contracts with the client, while others worked on an outsourcing basis under B2B contracts with Devire. Consequently, our team

taking over the management of employment forms. Some of the experts recruited

assumed responsibility for legal and formal aspects as well as settlements with IT

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

Project Summary

years. During the collaboration Devire:

contractors performing tasks for GN Audio.

The establishment of R&D IT and SSC centers for GN Audio took approximately two



contacted



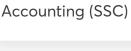
Despite the challenging times marked by the pandemic, the crisis, and the war, GN Store Nord was able to establish and grow its R&D and SSC centers in Poland.

1 200 candidates

were added to the



recruited 134 IT



hired 69 people

in Finance and

Process Outsourcing model?

Are you interested in learning more about collaboration within the Recruitment

Want to talk about partnership with Devire?