

Two Year Partnership

MUCK RACK

Muck Rack's Situation

Muck Rack hired Team Union to grow the Product and Product Design team incrementally from 5 to 22, starting with their first VP of Product.

44

finalists for 14 roles

100

percent retained

4

women added to leadership

Brought on to Hire a Key Executive

- Brought on to hire VP of Product, which Execs saw as a chance to increase representation on their Executive team
- 60% of the top-of-funnel was women or feminine-presenting VPs and Senior Directors.
- Muck Rack was thrilled to hire Mandy from 8 exceptional finalists

Equipped New Hiring Managers

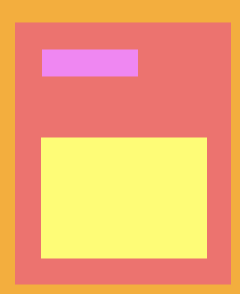
- Trained new interviewers on Muck Rack's process and culture
- Scheduled interviews efficiently and never ghosted a candidate
- Built robust pipelines via referrals and cold outreach that was 2X more effective than market standards.

Hiring Managers Deliver

- 50% of the roles hired in under 45 days
- Closed the last role two months ahead of plan
- Started every new hire 2-weeks apart for sustainable onboarding for Managers

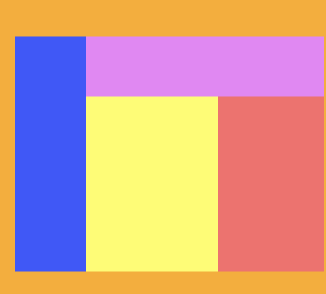
How We Work

Role: Lead UX Writer



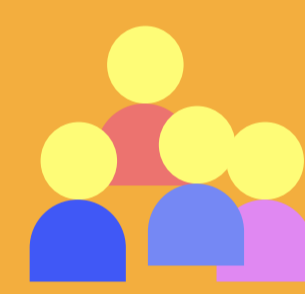
1 Discover

During our 45-minute intake call, we identified a great hire would have used data to scale UX research processes rapidly.



2 Define

We aligned the interview team around a scorecard that prioritized "giving data-backed recommendations for a single, accessible research repository."



3 Source

One persona we knew would have implemented new UX best practices was a Researcher at SaaS organization that at least doubled headcount in the last 18 months.



4 Attract

A whopping 28% of this persona scheduled because our 3-step campaign hit on their logical next career move: "own maturing research at a scaling SaaS startup."



5 Evaluate

We listened for competencies in our scorecard, i.e. used data to set a strategy, to grasp Candidates' skills beyond experience in building single, accessible research processes.



6 Decide

Using structured debriefs, we decided to make an offer to 1 of the 5 finalists who had complete the 5-step interview process. She accepted.



I had an advocate and partner in my candidacy. Through my conversations with Hannah, I got a first sense of how my potential company's culture and mission aligned with what I wanted from my next position. Her in-depth knowledge of the company and team facilitated a great fit, as well as an understanding of the potential growth I could expect.



Heather Novotny
Lead UX Researcher | Muck Rack

Cost Effective

\$367k

Typical External Recruiters

\$219k

Typical In-House

\$183K

Team Union

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