



| case study

EdgeLink's Recruiting Efforts Help Ensequence Hire Hard-to-Find Talent

The Client

Ensequence (www.ensemble.com) is an interactive television company that provides solutions that enable programmers, advertisers and distributors to create and deploy interactive TV experiences that increase programming ratings, advertising response and audience reach. The company mitigates the technical complexities of interactive TV implementation and enables its customers to quickly and affordably deliver a high volume of robust interactive TV experiences across cable, satellite and IPTV. Ensequence clients include: MTV Networks, NBC Universal, ESPN, The Walt Disney Company, Major League Baseball Advanced Media, QVC UK, HSN, Nike, Ford Motor Company, Hewlett-Packard, Comcast Corporation, DIRECTV, Time Warner, DISH Network, Verizon Communications and British Sky Broadcasting.

The Challenge

Ensequence was founded in 2000 by a team of media and technology veterans, and began to develop leading-edge software used to create interactive television programming and advertising. Through the years, an expanding pipeline of business and venture capital investment led to rapid growth for Ensequence.

Traditionally, the company's policy was to source all new employees internally. However, by 2005 Ensequence was in need of critical resources with hard-to-find skill sets—and unable to find them.

"There are very few companies that provide products and services similar to ours, and people with the specific skills we need don't always exist in our area," said Matt Mason, Ensequence Director of Development. "We are a growing company that sometimes has urgent needs or positions that require niche skills. Sometimes the technology is so new that it's hard to find people in the job market with that expertise."

"EdgeLink becomes an extension of your company —they are not just a vendor, they are a part of your team."

— Matt Mason,
Ensequence
Director of Development

Company

Ensequence

Industry

Interactive Television

Solution Provided

As a trusted business partner to Ensequence, EdgeLink serves as the company's primary provider of technology talent while providing value added services and market intelligence to help its management team make effective workforce decisions.

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The Solution

Ensequence decided to seek external technical staffing assistance and turned to EdgeLink for help in filling two key positions. EdgeLink, a boutique staffing firm with an exclusive technology focus, was known for its unique recruiting approach and ability to access a full spectrum of technical talent. EdgeLink's service delivery team immediately focused on learning about Ensequence—its business, products, technology, environment and people. Armed with this knowledge, EdgeLink was able to source candidates with the right blend of industry experience, cutting-edge technology expertise and personal attributes Ensequence sought for both opportunities. Soon after, EdgeLink became a “go-to” technology staffing partner for the growing interactive TV software provider.

“EdgeLink finds candidates that have the technical skills we seek and who are also a fit with our culture. They understand that we are in an emerging market and need individuals who are good communicators, flexible, energetic and able to work well in a team environment. Right from the start, the consultants they provided were effective and met our needs,” said Mason. “Not only has EdgeLink consistently found the right people for both contract and direct positions, they've shown a real interest in our success.”

The Results

Based on its ability to develop leading-edge technologies, Ensequence has become the leader in interactive television. EdgeLink remains a trusted business partner to Ensequence, serving as the company's primary provider of technology talent while providing value added services and market intelligence to help its management team make effective workforce decisions.

To date, EdgeLink has filled 25 direct and contract openings for the interactive television company, placing skilled industry professionals in roles ranging from software engineer, project manager and QA specialist

to senior manager. In a recent customer service survey, Ensequence managers gave EdgeLink an overall rating of 9.3 on a scale of 10. Respondents lauded EdgeLink on the high quality of its candidates, its ability to fill positions with specialized requirements, its responsiveness and follow through.

“I would definitely recommend EdgeLink. They provide personalized service; they have an account team that knows us well, knows about our business, deals directly with our hiring managers and provides a high level of communication throughout the process,” concluded Mason. “EdgeLink becomes an extension of your company—they are not just a vendor, they are a part of your team.”

About EdgeLink

Headquartered in Portland, Oregon, with a second office in Denver, Colorado, EdgeLink is a technology staffing firm that recruits the industry's best mid- to executive-level technology professionals on a contract, contract-to-hire and direct-hire basis. In 2010, EdgeLink was again named by *Oregon Business Magazine* as one of the 100 Best Companies to Work For in Oregon and to Inavero's inaugural 2010 Best of Staffing List presented by CareerBuilder for exceptional client service in the staffing industry.

To learn more about EdgeLink and how we can help your organization, please contact your local office or visit us online at www.edgelinek.com.