



Qualigence
International

+ LTD Commodities

Identified the entire talent population within the designated competitive markets, providing a strong pipeline of prospective candidates.



LTD Commodities, a Chicago area-based online merchandiser and retailer, was seeing tremendous growth in its website consumer traffic. As a direct result, the organization was in need of eCommerce Analysts and SEO Specialists to answer to this growth and continue to improve site sales.

Looking to develop a pipeline of targeted candidates within these sectors, LTD Commodities turned to Qualigence International to provide exclusive research and identification of qualified talent within designated competitive markets.



SELECTION CRITERIA

LTD Commodities had niche requirements for the SEO Specialist and eCommerce Analyst positions. These individuals had to have a specific skill set in technical software such as Adobe Analytics and Omniture. These roles are challenging to fill due to the demand of quality talent within the field, said Derek Spranger, Recruiting Manager at LTD Commodities.

We knew they were hard to fill roles...challenging roles for us to find the right candidate who has the skill and experience. We were looking for the Golden Person who has the skill, ability, and desire to work for the organization. The Qualigence team did a great job understanding what we were looking for specifically.

Derek Spranger, Recruiting Manager, LTD Commodities



SOLUTION

Qualigence got to work identifying 100% of the talent population within designated competitive markets to uncover eCommerce Analysts and SEO Specialists for LTD Commodities. By utilizing unique search methodologies, Qualigence Research Consultants identified the most qualified talent within the space, pairing research practices with sourcing techniques to identify the entire talent pool.

Qualigence worked closely with LTD Commodities to modify search criteria as the project progressed, ensuring they were providing accurate intelligence on the talent population in order to build out a precise pipeline. The Research team paid close attention to relocation of candidates within this market, as the individuals are highly demanded and therefore change jobs more frequently than within other sectors.

We don't have the time to dig deep into researching, so this was a huge help.

Derek Spranger, Recruiting Manager, LTD Commodities



RESULTS

Qualigence International successfully identified the entire talent population within the designated competitive markets for LTD Commodities, providing a strong pipeline of prospective candidates and details on talent within the specified requirements. This included identification of specific teams of talent in the Illinois area as well as pipelining candidates experiencing job changes due to a competitor's merger.

Satisfied with the results, LTD Commodities leveraged Qualigence International to identify competitive intelligence on other professionals within the space, including banking, retail, and web development. Without the time and resources in-house, the efforts of Qualigence International were of much use, said Spranger.



NEXT STEPS

Spranger has partnered with Qualigence International since 2008. LTD Commodities plans to leverage Qualigence International to develop the continuing pipeline of qualified talent within the next year.

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