

# CASE STUDY

## Global Rental Car Company

StevenDouglas was retained to support the North American division of a global rental car company's Talent Acquisition team in sourcing and hiring Corporate Recruiters to meet expansion needs across U.S. territories.

We worked directly with the CHRO to help her staff rental centers throughout the United States. This request was in the midst of the pandemic in 2020, and the rental car company was forward-thinking to have centers ready to be open and rental cars available as soon as restrictions were lifted.

### Partnership

Upon StevenDouglas partnering with this global car rental company, the initial request from the CHRO was for the firm to handle the recruiting process to staff over 300 key management positions. Upon review of the company's corporate structure and long-term business goals, StevenDouglas boldly and respectfully offered an alternative strategy that would help them reduce costs overtime and create a foundation for future growth.

The hiring approach that StevenDouglas recommended was to place an Interim Director of Talent Acquisition and build a talent acquisition team around, giving the client more control over the recruitment process. We collaborated directly with the company's North American Executive Director of Talent Acquisition to execute a strategic recruitment initiative.

**CHALLENGE:** The challenge with the company's existing talent acquisition efforts were they did not have the infrastructure in place to scale effectively during a time when it was hard to access resources, qualified talent networks and bring people together to onboard and train in new roles. StevenDouglas needed to put the CHRO in a strong position to scale effectively during a market that was plagued by uncertainty & lacked stability. StevenDouglas provided the company with resources and a recruiting strategy to scale their talent acquisition department effectively, as well as helped identify the right people to fill critical positions. By developing a hiring plan and executing quickly, we created a foundation to continue scale areas of their business effectively moving forward.



### Recruiting Strategy

- ✓ Designed a targeted sourcing plan leveraging LinkedIn and referral networks to attract qualified candidates.
- ✓ Prioritized speed and precision to meet a firm hiring deadline tied to operational growth.
- ✓ Agreed upon a turnaround time for feedback with hiring manager to ensure a quick hiring process
- ✓ Maintained ongoing communication with stakeholders to ensure alignment on candidate profiles and hiring timelines.

#### Focused on identifying Corporate Recruiters with key traits such as:

- Proximity to assigned U.S. territories
- Hospitality industry experience
- Proven success in high-volume recruitment environments

### Successful Outcomes

Since 2020, StevenDouglas has placed over 15 critical roles for the North American division of a global rental car company, including Executive Leadership, VP and corporate positions, enabling SIXT to hire over 300 key management positions.

#### Rental Car Company North America Placements

- ✓ StevenDouglas successfully placed 12 Corporate Recruiters, enabling the company to scale its North America Operations division efficiently and on schedule
- ✓ Placed 2 HRBP's in 2020
- ✓ Interim Director of Talent Acquisition was eventually hired to be a full-time employee