

## Aviatrix Scales and Diversifies with SeekOut

Series B technology startup grows 3X with SeekOut.



Aviatrix is the pioneer leader in multi-cloud networking. Their platform delivers advanced networking, security, and operational visibility for enterprises. Using SeekOut, they've scaled from 60 to 220 employees in 18 months, diversified their team, and become invaluable business partners to hiring managers and company leaders.

### The Challenge

Aviatrix had significant growth goals following their Series B funding round. While internal referrals were a strong source of hire, they needed to access a diverse candidate pool outside their internal employee networks to scale quickly. Aviatrix was hiring across all functions—sales, marketing, and software—in the United States and internationally. They required a solution that could help them source for a wide variety of skill sets and regions where they were not known.

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Mario Linares, Head of Talent Acquisition at Aviatrix, shares, “When you’re building a company from the ground up and need to find specific skillsets for a niche industry, you need a powerful recruiting tool.” But his team felt that many sourcing platforms were becoming oversaturated with recruiters, negatively impacting candidate response rates.

### Highlights



Aviatrix was able to triple headcount over 18 months



Hired 30 percent of workforce from underrepresented groups



Exceeded time-to-fill expectations on hard-to-fill roles



Saw “extremely high” candidate outreach response rates

## The Solution

Aviatrix understood that they'd need to supplement internal referrals and identify people outside their own network in order to scale. Mario had done a comprehensive benchmark analysis of sourcing tools prior to beginning at Aviatrix, and he knew SeekOut would provide a recruiting advantage that other tools couldn't match.

"I built the talent acquisition organization around SeekOut."

—Mario Linares, Head of Talent Acquisition

In fact, Aviatrix selected SeekOut before choosing their Applicant Tracking System (ATS). Mario explains, "I built the talent acquisition organization based on SeekOut. My priorities were engaging candidates who were outside our network and driving traffic to Aviatrix, which is important for an early-stage start-up. As I was meeting with ATS vendors, one of the main criteria is selecting a platform that integrated with SeekOut. If they didn't, that was a deal-breaker for me."

Selecting SeekOut as their main sourcing platform allowed them to:

- **Hire untapped technical talent** on GitHub through SeekOut's Unified Profiles. SeekOut's GitHub sourcing allowed Aviatrix to use powerful filters and see each candidate's "Coder-Score," opening up an untapped talent pool of technical candidates.
- **Identify candidates from underrepresented groups** with diversity filters. Aviatrix has been focused on recruiting for diversity and utilized SeekOut's diversity filters each time they kicked off a search.
- **Collaborate through project features.** Search criteria and candidate profiles are easily shareable in SeekOut, enabling cross-team collaboration.
- **Improve candidate outreach and engagement.** SeekOut provided a comprehensive multi-step messaging solution to reach out and engage candidates. It shared candidate engagement and response rates for outbound emails, so Aviatrix could optimize their messaging for better results.
- **Streamline international sourcing.** SeekOut enabled Aviatrix recruiters to source qualified

international talent, which was particularly helpful in markets where they lacked a network of connections for internal referrals.

- **Become a talent advisor** through talent pool insights. SeekOut's talent pool insights helped Aviatrix evaluate the suitability of various regions for expansion based on the available talent pool in each location/region.

## The Results

Aviatrix used SeekOut to enable their hypergrowth, as they scaled from 60 employees to 220 employees in 18 months. This includes roles in every department, from Sales and Customer Support to Finance and Engineering. Mario shares, "Without SeekOut, we would've been lost."

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—Mario Linares, Head of Talent Acquisition

SeekOut helps Aviatrix recruiters identify and engage a diverse slate of qualified candidates, even for their most niche roles. Mario shares, "SeekOut quickly makes our talent acquisition team into subject matter experts so they can identify the right talent for any role. Our recruiters look like stars to their hiring managers."

Aviatrix has seen excellent response rates, which has allowed them to fill roles faster than anticipated. For example, they were able to hire an international candidate for a hard-to-fill role within 90 days—well under the five months they expected for such a position.

Aviatrix's focus on sourcing for a diverse candidate pool is paying off. Team diversity has increased significantly, and Aviatrix is proud to share that over 30 percent of their employees are from underrepresented minorities (URM).

Overall, Aviatrix finds a high return-on-investment by using SeekOut to scale their startup. They're able to use a single solution to find, engage, and hire highly qualified candidates for their organization.

## Advice to Startups

Mario has one final piece of advice for startups evaluating sourcing platforms. He suggests talent acquisition teams, “Look for a single sourcing platform that provides you both the efficiency from AI sourcing, while also letting you dive deep to find the niche talent for your hard-to-find and high-impact roles. You’ll get more in-depth results that will be a better match with your hiring criteria, save time, and help turn your recruiters into subject matter experts.”

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—Mario Linares, Head of Talent Acquisition

He also has some advice for venture capital firms working with early-stage startups. He says, “Most founders aren’t experienced in building an organization to 100+ employees. If you’re on the Board of Directors offering advice on hiring talent, I believe the recruiting tech stack should include SeekOut. It can help founders source and engage highly qualified, diverse talent before they’ve hired a recruiter. Then, once the talent acquisition team is in place, founders can pass the torch.”

## How SeekOut Can Help

Ready to build a more talented, diverse team? **Get a demo** to see how SeekOut provides customers a competitive edge in recruiting hard-to-find and diverse talent for Digital Transformation.



*“Right now, the realization of bringing together diverse global top talent is critical to the success of every software company and the competition for diverse talent is fiercer than ever. SeekOut enables Aviatrix to efficiently and intelligently recruit and hire a diverse world-class team, helping us maintain our focus on hiring quality over quantity.”*

—Mario Linares, Head of Talent Acquisition