



## MAKENA HELPS ONLINE RETAILER ZULILY GROW ITS SOFTWARE ENGINEERING CANDIDATE PIPELINE

*"Makena provided invaluable support by helping us generate a significant pipeline of qualified engineering candidates in a highly competitive market."*

SERGEY PODLAZOV, DIRECTOR OF ENGINEERING, SHOPPER EXPERIENCE

### AT A GLANCE

#### CLIENT

Zulily, LLC is an American e-commerce company headquartered in Seattle, Washington and owned by Qurate Retail Group. Its target audience is young mothers interested in brand-name goods for their children

#### MAKENA PARTNERS

Makena Partners helps great companies hire People With Purpose through strategic candidate sourcing, consulting, and search.

Makena Partners' experienced team is ready to help you grow your candidate pipeline through strategic, best-in-class talent sourcing leveraging modern technologies and proven methodologies.

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### CHALLENGE

As a major online retailer going through a rapid transformation to become more product-driven, Zulily established aggressive hiring goals for its talent acquisition and engineering leaders on the Shopper Experience team. With internal recruiters preoccupied with spending interviewing, evaluating and generating offers for candidates, the company needed a partner to help build a pipeline of qualified talent.

### SOLUTION

Makena's recruiting team leveraged Zulily's ability to hire engineering talent in newly on-boarded states for remote workers, including Texas, Ohio, Pennsylvania, Florida and Nevada. By marketing Zulily's open positions to software engineers in these markets, Makena was able to bypass the challenges of competing for talent in the highly-competitive Seattle market, while at the same time exposing Zulily's employer brand in previously untapped geographic areas.

### RESULTS

#### Outreach

Leveraging modern sourcing tools and technologies, Makena was able to correspond with over 1,000 candidates on behalf of Zulily, yielding a 28% response rate across all campaigns.

#### Candidates sourced

After discovery, outreach and an initial telephone screening, Makena submitted over 100 highly qualified engineering and product management candidates for multiple positions at Zulily.

#### Offers

Zulily presented 19 offers to candidates sourced by Makena, resulting in multiple key hires to help the Shopper Experience engineering leaders achieve their aggressive growth goals.