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# HR TECH AWARDS

*powered by lighthouse research & advisory*

**TALENT ACQUISITION**

BEST INNOVATIVE OR  
EMERGING TECH SOLUTION

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**2022**


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 **seekout**

## Case Study: 2022 HR Tech Awards

Each year, technology companies across HR, talent, and learning apply for the HR Tech Awards to demonstrate the value they bring to their clients and to the broader industry. These case studies represent a sampling of the capabilities from the award winners in our program.

[Learn more about the HR Tech Awards.](#)

<b>Company Name:</b>	SeekOut
<b>Website URL:</b>	<a href="https://seekout.com/">https://seekout.com/</a>
<b>Insert Logo (JPG/PNG):</b>	
<b>Key Customers:</b>	WestMonroe, Aviatix, Experian, Trilogy Health Services, UiPath, and ExtraHop

## About the Company

SeekOut is an AI-powered Talent 360 platform for Enterprise Talent Optimization that enables companies to quickly hire, grow, and retain talent while focusing on diversity, technical expertise, and other hard-to-find skillsets. SeekOut lets great companies and great people to grow together.

Six out of 10 of the highest valued companies in the US rely on SeekOut to maximize talent.

SeekOut was recently ranked 26 out of 500 on Forbes' list of America's Best Startup Employers, crowned GeekWire Startup of the year, ranked number two in the B2B category of The Information's 50 Startups to Watch list, and was included on Madrona's Intelligent Apps Top 40 list. Founded in 2017, SeekOut has raised \$189 million in funding, is backed by Tiger Global Management, Madrona Venture Group, Mayfield, and Founders Circle Capital and is valued at \$1.2 billion.



## Problem(s) Your Technology Solves

The balance of power is shifting to the employee, and in the Great Resignation, the competition for talent has never been fiercer. The number of Americans leaving jobs is [the highest it has been in decades](#), with nearly 4.3 million people quitting their jobs in January 2022, according to the U.S. Department of Labor's [JOLTS report](#). Recruiters have more open roles and fewer candidates to fill them. [According to a GetApp survey](#), 62% of recruiters say it is taking longer than usual to fill job openings and 56% say they have job openings they'll never be able to fill.

Many of these positions could be filled by diverse talent pools, but recruiters lack the tools needed to 68% of businesses surveyed acknowledged a lack of diversity in their tech teams, but many are unsure how to address it. The report also found that 64% of those surveyed "said they believe people from minority backgrounds are discriminated against in the recruitment process for technology jobs." [[Wiley Report](#)]

Every company needs a strategy to empower the talent they want and have. Data is everywhere in the enterprise except where you need it most: informing the decisions and driving action around finding, growing, and maximizing talent. Companies are essentially flying blind.

SeekOut gives companies a comprehensive view of people by combining internal and external data, making data analysis and insights easy so that action is taken confidently, and businesses and employees grow and succeed together. Surfacing comprehensive employee and candidate profiles by collecting information from public profiles, GitHub, published papers, patents, and more. With tools like AI candidate matching, candidate cloning to provide recommendations of ideal candidates, personalized outreach messaging, and internal talent sourcing, with market-leading capabilities to help organizations source diverse and hard-to-find talent.

SeekOut's solution includes:

- **Unified Profiles:** Gain a 360-degree view to 100s of millions of candidates from untapped talent pools including public profiles, GitHub, papers and patents, employee referrals, company alumni, candidates in your ATS, and more.
- **AI Search:** Quickly and accurately search top talent using advanced AI/ML techniques, direct search, custom Boolean and Power Filters.
- **Diversity Hiring:** Easily create diverse pipelines with highly qualified female, Hispanic, African American, and veteran candidates, and build an actionable recruiting strategy to meet your company's diversity hiring goals.
- **Talent Analytics:** Deeply analyze talent pools and be a strategic advisor to the hiring managers and management to enable more informed decision making.
- **Candidate Engagement:** Successfully engage with qualified candidates and receive faster responses with SeekOut's verified contact information, hyper-personalized content, and automated drip campaigns.
- **Cleared Candidates:** Recruit candidates with security clearances for mission-critical defense, aerospace, government and intelligence roles.



Our solutions break down the silos of internal data, bring in relevant external data, and allow HR and business leaders to make sense of their employees and external talent. Providing a data-rich and data-informed way for HR and business leaders to have a comprehensive 360 view of employees and external talent with analytics, predictive insights, and actionable recommendations that provides a competitive advantage in hiring, growing, and retaining their talent base.

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## Client Case Study

Client Name: Aviatrix

### Highlights:

- **Aviatrix was able to triple headcount over 18 months**
- **Hired 30% of workforce from underrepresented groups**
- **Exceeded time-to-fill expectations on hard-to-fill roles**
- **Saw “extremely high” candidate outreach response rates**

### 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.

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.

### 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.

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 crossteam 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:**

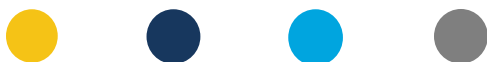
Aviatrix used SeekOut to enable their hypergrowth, as they scaled from 60 employees to 220 employees in 18 months. This includes roles in every department, from Sales and Customer Support to Finance and Engineering. Mario shares, "Without SeekOut, we would've been lost."

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.

### **Quotes from Mario Linares, Head of Talent Acquisition at Aviatrix**

"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."

"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."



“If you’re on the Board of Directors offering advice on hiring talent, I believe the recruiting tech-stack should include SeekOut.”

“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 Aviatix to efficiently and intelligently recruit and hire a diverse world-class team, helping us maintain our focus on hiring quality over quantity.”

Full [Case Study on SeekOut Website](#)

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## Key Differentiators

**Comprehensive Talent Profiles:** SeekOut knows that people are complex and can’t be understood from a resume or online profile. We provide comprehensive talent profiles that capture what candidates say about themselves, what they’ve done, and what our AI can infer about them to provide a large, detailed pool of untapped talent that can’t be found anywhere else.

**Diversity.** SeekOut has the largest number of diverse candidates across all roles. Companies can use our diversity filters to quickly and effectively surface underrepresented candidates and increase the diversity of their workforce.

**Untapped Talent.** SeekOut analyzes the work candidates have done—including Open Source software projects, patents, and research papers—making it easy to find qualified candidates with highly-specific expertise.

**Unique and Powerful AI Search.** SeekOut makes candidates available via the most powerful talent search engine on the market. Recruiters and talent sourcers can use simple, sophisticated search to instantly find the candidates using keyword search, AI matching, candidate “cloning,” and more than 100 powerful filters, including Security Clearance, Company Alumni, Corporate Ladder Level, and Likely to Move.

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## The Company Behind the Technology

Our people are our most important asset; we continue to be a people-first organization. Hiring across various geo locations to ensure we identify talent with diverse backgrounds and adaptable skills to help us continue to innovate. From a learning and development lens, our employees benefit from in-house & external training opportunities that allow them the opportunity to grow both their professional and



inter-personal skills. As SeekOut has succeeded financially this past year, we have shared that with our employees by adding 401K match.

- **Here are some examples of how we're investing in our Employees**
  - **\$500 Wellness Stipend:** Wellness stipend that employees can spend on anything that will increase their mental and physical wellness (ex. Meditation subscription, travel fees to a destination of choice, singing lessons etc.)
  - **\$500 home office stipend:** Offering employees the opportunity to work in the way that best works for them
  - **\$500 learning and growth stipend:** Offering employees to invest in their learning and growth in an area that they desire (ex. Conference passes, certification courses, online computer programming courses, and Masterclass etc.)
  - **Investment in a safe Office Space:** in Seattle, HQ for employees to feel comfortable coming in to the office during the pandemic
  - **Increased Benefit Offering**
  - **Competitive Pay:** Competitive pay across all teams to match and exceed tech industry salaries
  - **Secondary Offering:** SeekOut is offering employees to sell a percentage of their exercised stock options
  - **401k Match:** As of Spring 2022, we will be offering a 401k match for all full-time employees which is an outstanding benefit for an early-stage startup



## About Lighthouse Research & Advisory

[Lighthouse Research & Advisory](#) is a modern, independent analyst firm dedicated to setting the standard for excellence in talent, learning, and HR with practical research and a hands-on approach. By providing compelling research and actionable insights, our team enables HR, learning, and talent leaders to deliver more value to the business. Our research examines competitive practices, cutting-edge technologies, and innovative strategies.

Ben Eubanks is the Principal Analyst at Lighthouse, providing insights for today's talent leaders and vendor partners. He works with practitioners from areas across the HCM spectrum, delivering high-quality research, insights, and advisory services to enable better business performance. His book, [Artificial Intelligence for HR](#), was published in 2018.

Prior to joining Lighthouse, Ben worked as a researcher, writer, and speaker for nearly more than 10 years, focusing on learning, talent acquisition, and talent management. During his tenure as a researcher, he has published more than 1,000 reports, case studies, and articles in addition to providing advisory services to executives from some of the largest and most respected organizations in the world.

He also has hands-on experience working as an HR executive, leading both strategic and tactical talent practices and giving his research a distinctly practical perspective. Ben has interviewed business leaders from notable organizations such as Southwest Airlines, IBM, H&R Block, McDonald's, AARP, and AlliedUniversal in his role as the host of [We're Only Human](#), a podcast focused on the intersection of people, technology, and the workplace. In addition, he founded and operates upstartHR.com, a community serving HR leaders that has reached more than one million readers since its inception.

