



Elevating Talent Acquisition @ Cars.com

A Case Study on Strategic TA Transformation



Overview



Company:
Cars.com

Timeline:
2016-2018

Focus:
Transform talent acquisition to attract top talent and enhance.

- Improve visibility and reputation in key markets
- Recruit top-tier leadership
- Expand and develop the recruitment team
- Revamp recruiting, interviewing, and hiring processes
- Develop cohesive talent operations and programs



Strategic Results

Talent Acquisition Strategy Development:

- Objective: Attract top talent through increased visibility
- Approach: Targeted plan with proactive outreach, events, and social media
- Outcome: Larger and more diverse candidate pool

Leadership Recruitment:

- Objective: Fill critical executive positions (CMO, CSO, SVP Engineering, VP Product Design).
- Approach: Led a dedicated recruitment team with a strategic approach
- Outcome: Successfully hired high-impact leaders

Team Development & Expansion:

- Objective: Build a proactive recruitment team
- Approach: Recruited and led a 6-member team focused on outreach
- Outcome: Hired over 400 new employees, expanding the talent base



Tactical Triage

Process Revamp:

- Objective: Improve efficiency and candidate experience.
- Approach: Overhauled recruiting, interviewing, and hiring processes.
- Impact: Faster hiring cycles and positive candidate feedback.

Implementation of Greenhouse ATS:

- Objective: Streamline recruitment with a new ATS.
- Approach: Launched Greenhouse ATS with metrics, feedback loop, and development plans.
- Impact: Improved tracking, data-driven decisions, continuous improvement.

Re-imagining Core Values & Personal Brand Workshops:

- Objective: Align values, enhance employer branding through leadership visibility.
- Approach: Cross-functional teams to re-imagine values, workshops for tech/product leaders.
- Outcome: Company-wide buy-in on values, increased leadership appeal to candidates.

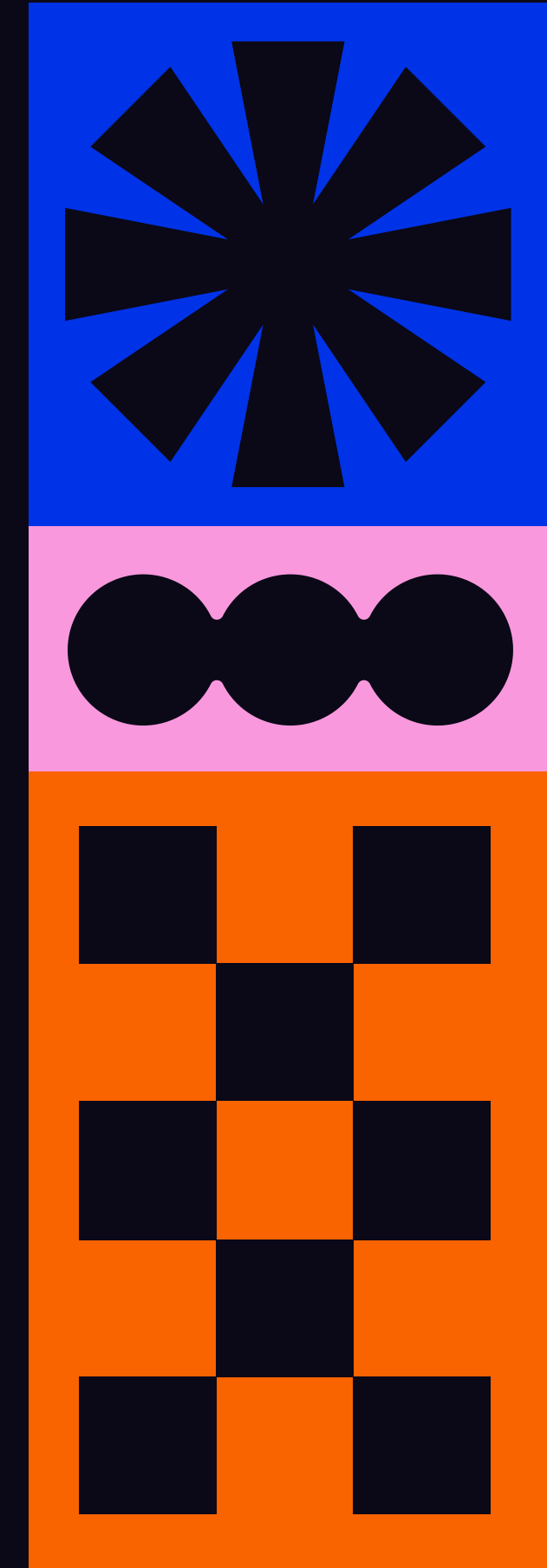


Results and Impact

- Strategic Leadership Recruitment: Successfully filled key executive roles
- Team Expansion: Significant increase in workforce
- Process Improvement: Streamlined and efficient recruitment
- Operational Excellence: Cohesive talent operations and programs
- Enhanced Employer Brand: Strong alignment on values, attractive to candidates
- Leadership Visibility: Key leaders empowered to attract top talent

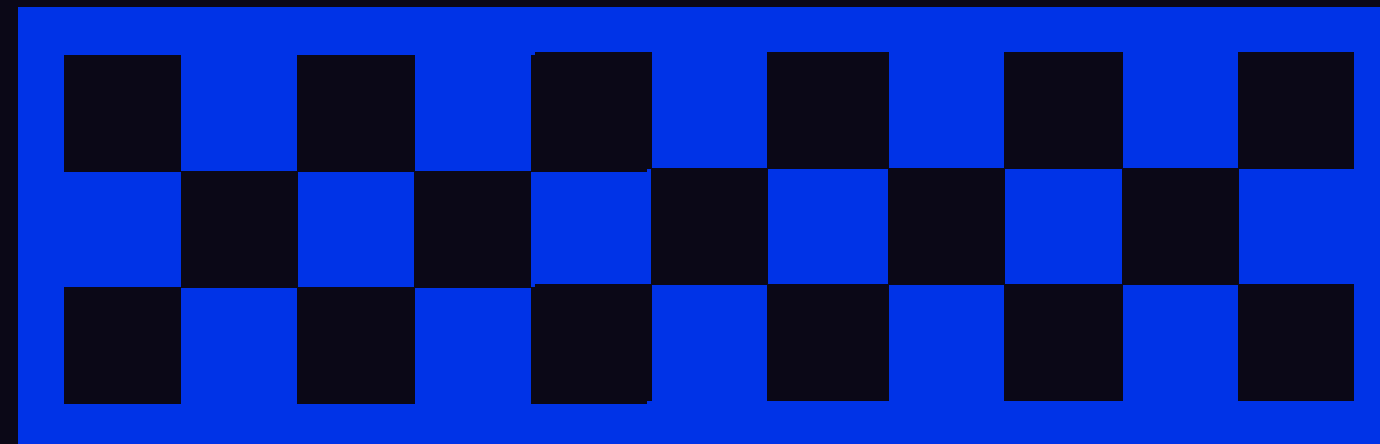
Conclusion:

Cars.com's strategic initiatives transformed talent acquisition, resulting in a stronger leadership team, expanded workforce, improved processes, and a more compelling employer brand. This case study demonstrates the power of a comprehensive approach to recruitment and branding in a competitive market.





Let's talk! ✨



To Schedule a Consultation

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