

ELEVATING

Talent Acquisition
@ Cars.com

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, and 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 IMPACTS

- *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.

LETS TALK!

To Schedule a Consultation

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