

WHAT ARE YOU BUILDING?



Your brand and your culture, come down to the team of people you build with - to realize your mission. At BackStretch, we partner with the most promising companies to help them hire the best possible talent for their business.

TRUE PARTNERSHIP

We go well beyond traditional recruitment. We are a true **long-term strategic, advisory** and **executional partner** to leaders. We're committed to sourcing the best talent for your business.

WE WORK DIFFERENTLY

Our operations match your aspirations. We take a **lean, agile** approach to hiring that delivers a **higher quality** talent pipeline, **faster**. The best talent is not waiting for you - we proactively find it. We guarantee 25 head hunts on the first business day.

30-60% Lower Cost

Our unique engagement models deliver better results, with cost savings of **30-60%** over traditional recruitment.

24 Days Faster

Our average placement time in 2024 was **17 days** vs the industry average of **41 days** (Source: LinkedIn).

94% Success Rate

We placed **94%** of all the positions we've managed in 2024 - so you **KNOW** you're in good hands!

10,000+ Hires

With > **10,000** hires collectively in North America & Europe, at all levels, we have the expertise you need.



Andrew McLeod, CEO

Hiring Partnership Case Study

“When we closed our initial \$43 million Series A, we needed to align our hiring efforts and ramp up extremely fast. I had experience with Matt and BackStretch from a previous company and knew they could deliver. As our hiring partner, they have helped us secure **194 permanent hires in the past 19 months** and have been a key part of our growth. They are transparent, super honest and responsive. I don't think of Backstretch as anything other than an extension of Certn. I feel like I hired a tech talent acquisition team.”

WE GROW WITH YOU

Whether you're looking to find one critical leader, a few core team members or to scale an entire company, we partner with you to hire on your terms. **Let's talk.**

OTHER SUCCESSES

ClinNEXUS

~**60 hires**
in **9 months**

LOOP ENERGY

47 hires
in **12 months**

COMPETENCY IN HIRING



The people you hire and grow are the most critical investment you make. Whether you're hiring a few critical executive leaders, building a new operating team, or scaling the entire organization, **every single hire matters** to the future of your brand, your culture and your success.

TRUE PARTNERSHIP

Our team has hired globally at all levels from entry-level to C-Suite, across roles from marketing, sales, customer service, to healthcare, software development, HR, technology, finance and operations.

Our clients span from start-up to scale up and enterprise, and are united by a common value - they recognize **people as their greatest strength**, and they are committed to hiring and growing the **best talent possible**.

Some of our clients...

BOAST

certn

LOOP
ENERGY

ClinNEXUS

50 hires in
48 months

194 hires in
19 months

47 hires in
12 months

60 hires in
9 months

UnionTech

RADIANCE
ENERGY

AltusGroup

TACTABLE

Vancity

PropertyVista

Browse AI

hydra

ABSOLUTE
RESOURCE MANAGEMENT

MIRU
smart technologies

ChargeScape

FANSUNITE

AdvanTec

Ginger
DESK

REstack

RXO

SUMMIT
SQUAD

Kron
TECHNOLOGIES

NUWAVE
RESEARCH INC

nourish labs
THE FUTURE IS GROWING

keep

PROCESS MATTERS

Based on **30,000 interviews** and **3,000+ hires** over **23 years**, we have designed a systematic process that ensures you achieve **consistency, quality** and **speed** every time your team needs to grow. Our process enables iteration & flexibility, and gets results - we've cut average hire-time from **41 days** to **17 days**.

From now on, **each hire** we do together will have the focus it deserves.



Day 1

KICKOFF CALL

Live alignment call with decision maker(s) to **ensure alignment**, and inform with **market data**.

Clarify role needs, roadblocks, salary, and success metrics. De-risk process from day one.

Day 2

PROOF CREATION

The "Proof" is a critical written artifact that conveys key messaging in **ALL** our outreach.

Marketing under your brand. Confirms client-BackStretch alignment.

Days 3 - 5

LAUNCH & OUTREACH

Targeted marketing, and proactive outreach across major platforms; Guaranteed minimum of **25 headhunts on Day 1**

High-velocity targeted marketing and sourcing across major platforms.

Days 4 - 12

CANDIDATE REVIEW & SENSE CHECK

Live call to review initial fit of candidate profiles and **calibrate talent pipeline**.

Review initial candidate pool. Validate talent pipeline and recalibrate if needed.

Days 13 - 16

SCREENING & INTERVIEWS

We seamlessly organize all interviews for you, and orchestrate the best possible **candidate experience**.

Interview scheduling, 24hr response time to Candidate questions, confidence throughout process.

Day 17

Our Average

OFFER STAGE & PRESENTATION

We help you navigate and prepare **compelling offers** to ensure win with the best talent.

Strategic and executional support to navigate offers for optimal close-rate and candidate experience.

Ongoing

CONTINUOUS IMPROVEMENT

We iterate on every aspect of the hiring process with you to build your long-term **talent pipeline resilience**.

Over long term hiring partnerships, we build your talent acquisition competitiveness.