

The Battle for Top Talent in Amsterdam's Thriving Scale-up Scene



**MAJOR
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While the global economic downturn continues to make headlines around the world, there's one city that stands out from the rest: Amsterdam.

Innovation in Amsterdam has been growing for well over a decade, as new scale-ups burst onto the scene that attract both sizeable investment and some of the creative and marketing industry's best talent.

Since 2011, the Amsterdam region has seen a staggering 53% average year-on-year growth. To put this into comparison, during the same time period, London achieved an average growth rate of 8% year-on-year.

This surge in investment has only increased during recent times; in fact, 2021 was a record-breaking 12-months for the amount of capital that Dutch start-ups raised in a single calendar year. These scale-ups don't fizzle out, either. Start-ups founded

in Amsterdam since 2000 have a combined value of more than \$86B, up from just \$12B in 2015 to become the third-largest in Europe.

But as scale-up investment soars and capital flows into a city with an already small talent pool, the battle for top creative and marketing talent will become even more complex.

As Chris Bayliss, Executive Creative Director at Miro, adds, "There's a small pool of top creative talent in Amsterdam that's actually available."

Thankfully, there's a simple solution that scale-ups can implement to hire the best candidates – even at a time of marked competition.

► Why is it hard to attract top talent in Amsterdam?

Amsterdam is somewhat of an anomaly when it comes to economic performance and employment rate. While many other European cities are feeling the effects of the impending recession, the employment rate in the Netherlands has actually increased in 2022 to 81%. This is the highest figure since records began, and a clear indicator that the recruitment market in Amsterdam is booming.

As Owen Fegan, Creative Director at Mollie, notes, "Our marketing team is 50 people or so, and the vast majority are international talent. We have people from the UK, Romania, Ukraine, Australia, New Zealand – you name it. It's incredibly diverse and international."

Fegan's anecdotal account demonstrates just how attractive the Amsterdam market is – not only to Dutch employees, but to international talent as well.

► How can scale-ups use Major Players to come out on top?

At Major Players, we have our finger on the pulse of the Amsterdam talent scene. Working hand-in-hand with scale-ups, we help employers source, attract and retain top talent – within Amsterdam itself and from overseas markets such as London.



Outsourcing talent acquisition to an experienced partner can pay dividends, especially in an environment where talent is scarce and top talent is few and far between.

Whether you've worked with a recruitment partner or not, here are the benefits we provide to connect diverse permanent, interim and freelance talent with the world's most ambitious scale-ups.

1. Reduce time to hire

Excessive time to hire is a drain on resources, time and costs. Major Players can provide fast, strategic solutions that dramatically reduce time to hire and ensure scale-ups fill roles quickly and efficiently without compromising on quality. We operationalise this strategy for our clients, which significantly decreases the amount of time and effort required.

3. Hire quality talent

For the creative and marketing industries, driving quality outputs are essential to lasting success. We rigorously vet all of our candidates to ensure that only the very best talent are put forward for the role.

Only a very small percentage of talent (2-5%) are considered 'top performers', so we make it our mission to identify these individuals and find the right fits for your scale-up.

2. Reduce costs

When talent acquisition lags and roles become hard to fill, costs can soar. Moreover, if the right candidates aren't hired, turnover and churn becomes a real concern. This only exacerbates the issue, as recruitment costs can quickly compound and spiral out of control. Major Players have proven experience at reducing costs associated with the talent acquisition process, ensuring you can save money and focus on what matters most.

4. Embrace different markets

Major Players has an extensive network of senior creative and marketing professionals that spans the Netherlands, UK and Europe. Why source from a restricted talent pool when you can tap into our robust and screened network of candidates that are ready to help your scale-up achieve new heights. We take advantage of market trends, such as the rise of global talent mobility, to ensure your scale-up stays one step ahead.

As Amsterdam's talent scene shows no signs of slowing down, finding a clear, coherent and compelling talent solution is no longer just a 'nice to have'. It's now an absolute must.

At Major Players, we've created a specialist Netherlands division that is investing heavily in Amsterdam's dynamic market. Whether you want to tap into our insights or leverage our full recruitment expertise, we can help your scale-up reduce time-to-hire, save costs and find the very best talent.



**This is a time of great opportunity
and growth for Dutch based businesses
that want to explore new ways to
attract top talent.**

Want to get started? Get in touch.



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Joe Faulkner

**Joe Faulkner is the Major Players NL Country Manager,
heading up our offering to clients in the NL Market.**

Supported by a dedicated team of specialists, Joe is passionate about delivering outstanding service by taking a truly consultative approach to delivering Talent solutions.

With a deep understanding of the Digital, Marketing and Tech landscapes and a career spent partnering with ambitious international brands and agencies, Joe has played a key role in the continued expansion of Major Players in recent years. He is now proud to apply his industry expertise to the Amsterdam market, for both clients and candidates alike.

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