

CASE STUDY

Building Strong Networks for Growth: A CISO Success Story



Client:

A well-established IT and Technology Recruitment firm, headquartered in the dynamic city that never sleeps, operates across the US and UK. They've built a reputation for excellence, attracting top talent on both sides of the Atlantic. This forward-thinking firm has established a remarkable partnership with us, allowing them to seamlessly bridge the time zone gap with a dedicated team for their 200+ recruitment professionals at our disposal.

Challenges:

Our client, a leader in the cybersecurity space, sought to expand their network and explore new business partnerships. Their goal was to connect directly with Chief Information Security Officers (CISOs) to introduce their valuable services.

Our Approach

- **Targeted Reach:** We meticulously identified key decision-makers, mapping CISOs across relevant companies.
- **Personalised Connections:** Leveraging LinkedIn, we crafted engaging outreach messages to introduce the client's offerings and connect with CISOs directly.
- **Dedicated Expertise:** We proposed a dedicated resource to focus solely on CISO mapping and outreach, ensuring a streamlined and impactful campaign.



Results

Expanded Network

The client successfully engaged with an impressive **844 CISOs**, building a strong network for future opportunities.

Qualified Leads

Initial interactions generated valuable leads, many of which converted into successful client partnerships

Diversified Growth

The positive impact of the campaign led the client to explore new sectors beyond cybersecurity, expanding their reach to include Design, Data, Product, Insurance, and Renewables.

Is your onshore recruitment team bogged down by administrative tasks? Let IMS People Possible elevate your recruitment process. Our offshore support empowers your onshore team to focus on what matters most: building strategic relationships, identifying top talent, and driving successful placements.

Disclaimer: This case study is the property of IMS People Possible. All case studies have been inferred from actual activities. Information provided is factual, and in certain cases, the figures are referential. Specific client information and data are kept in confidence to protect our client's business interests. If you have any further questions or want to know more about how IMS People Possible can help your business, please email us at info@imspeople.com.

IMS People Possible is an ISO 9001:2015 QMS, ISO/IEC 27001: 2013 ISMS, ISO/IEC 27701: 2019 PIMS, and ISO 14001:2015 EMS certified organisation.
©2024 IMS People Possible

info@imspeople.com

www.imspeople.com



Corporate Office

1/2, Indraprasth Business Park, Near DAV School,
Prahaldnagar Extension, Makarba, Ahmedabad 380051, Gujarat, India.