

## Global Pharmaceutical Leader Transforms Hiring with hireHQ's Direct Sourcing

Profile: Pharma Industry



### Introduction

A globally renowned European Pharmaceutical Giant, sought to modernize its talent acquisition strategy. With operations in over 100 countries and a workforce exceeding 100,000, the company needed a scalable solution to fill critical roles faster—particularly in research, manufacturing, and healthcare delivery.

Traditional reliance on staffing agencies made hiring expensive, slow, and inconsistent. To stay competitive in a rapidly evolving market, the company turned to hireHQ's Direct Sourcing platform to build its own branded talent pools and leverage AI for smarter hiring.

### Challenges in Talent Acquisition

The pharmaceutical giant faced several pressing challenges: **Reduce** reliance on traditional supply chains for talent acquisition.

- **High Agency Dependence**  
Relying heavily on staffing firms drove up costs and slowed down hiring cycles.
- **Global Scale, Local Needs**  
Hiring across diverse geographies required balancing consistency with local compliance and language requirements.
- **Talent Shortages in Niche Roles**  
Specialized positions in R&D, biotech, and regulatory affairs were hard to source quickly.
- **Inconsistent Candidate Quality**  
Without standardized pre-screening, recruiters struggled with mismatched or underqualified candidates.

### Why hireHQ?

The company chose hireHQ for its ability to bring together direct sourcing, AI-driven intelligence, and recruiter automation in a single, easy-to-integrate platform. Our differentiated value lies in delivering both speed and precision across the hiring lifecycle.

Key decision factors included:

- **AI-Powered Candidate Matching**  
Delivered evidence-based matching scores (0–100) that considered skills, experience, and context — ensuring the most relevant candidates surfaced first.

- **Curated Talent Pools**

Enabled creation of evergreen, branded databases of healthcare and pharmaceutical professionals, reducing dependency on external agencies and time-to-fill for critical roles.

- **AI Co-Pilot Recruiter (Genie)**

Automated Level 1 and Level 2 interviews, standardizing pre-screening and freeing recruiters to focus on strategic interactions.

- **Seamless Integration**

The client selected hireHQ in part due to our native integration with our own VMS, enabling real-time, bi-directional data sync without third-party dependencies. All integration touchpoints, such as requisition flow, candidate submittals, interview updates, onboarding statuses, and project details are fully customizable to align with client workflows. This streamlined implementation and minimized change management. In Phase 3, the client plans to explore integration with their existing ATS using hireHQ's internal iPaaS framework.

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## Implementation Process

hireHQ collaborated closely with the client's global TA team, internal client regional curation resources, and MSP partner to execute a phased implementation designed for scale, speed, and regional flexibility. The rollout was structured to prioritize high-volume countries first, followed by broader geographic expansion.

### Phase 1

Platform Configuration,  
Job Marketing & Data  
Migration

- The platform was configured with custom workflows, landing pages, talent pool structures, and branded candidate experiences tailored to the client's hiring strategy and employer brand.
- Multi-channel job marketing was launched from day one, leveraging integrations with global and local job boards (e.g., LinkedIn, Indeed) to build early pipeline momentum.
- Legacy candidate data, including job postings, applications, and active talent pools was migrated seamlessly into hireHQ with zero disruption to ongoing recruitment.

### Phase 2

Regional Rollout – High-  
Volume Countries First

- The platform was launched in priority markets across EMEA, North America and APAC, based on hiring volume and business impact.
- Each country deployment included localized workflows, compliance settings, and user permissions to reflect regional nuances.
- The hireHQ team partnered closely with the client's curation teams and MSP resources to activate tailored engagement strategies and talent community growth per region.

## Phase 3

### Expansion to Remaining Countries & ATS Integration

- Additional countries were brought online using the same playbook, with configurations adapted to local language, compliance, and curation needs.
- hireHQ integrated with the client's ATS through our internal iPaaS framework to enable selective downstream sharing of silver-medalist candidates, supporting long-term talent pipelining and internal mobility efforts.

## Ongoing Partnership & Optimization

- Weekly check-ins and QBRs with the client, MSP, and regional curation teams ensured alignment, adoption, and continuous improvement.
- Analytics and platform insights were used to refine workflows, track ROI, and support ongoing talent engagement optimization across global regions.

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## Key Features

- **AI Candidate Matching Scores**  
Candidates are ranked on a **0–100** scale with evidence-based scoring, factoring in relevance, recency of skill usage, and overall fit.
- **Skill Ageing**  
The model accounts for when a skill was last used, ensuring shortlists reflect current capability, not just historical experience.
- **Job Marketing**  
Seamless integration with leading job boards amplifies reach, driving faster and broader candidate engagement.
- **Customized Candidate Engagement**  
All communication is brand-aligned and tailored to deliver a consistent candidate experience.
- **Talent Pool Management**  
Evergreen talent pools for recurring roles reduce time-to-fill for high-demand and critical positions.
- **Genie – AI Co-Pilot Recruiter**  
Automates Level 1 and Level 2 interviews, standardizing pre-screening and enhancing candidate experience.
- **Candidate Self-Service Portal**  
Provides a tracked engagement platform with intelligent bots to guide candidates, plus options to update availability and preferences — ensuring real-time talent pipelines.
- **AI-Powered Efficiency Tools**  
Recruiters can create jobs with simple prompts, parse JDs, and receive predictive insights such as market pay rates.
- **Analytics & Reporting**  
Delivers global visibility into hiring metrics, agency savings, recruiter productivity, and overall ROI.

## Benefits Achieved

The pharmaceutical leader quickly realized measurable results:

- **Faster Hiring**  
Reduced time-to-hire by 25–35% in critical roles through curated talent pools and AI pre-screening.
  - **Cost Savings**  
Lowered agency spend by 30–40%, delivering millions in annual savings with direct sourcing.
  - **Improved Recruiter Productivity**  
Boosted recruiter efficiency by 20–25% with Genie automating interviews and standardizing pre-screening.
  - **Higher Candidate Quality**  
Increased shortlist accuracy by 15–20%, ensuring recruiters engaged only with top-fit candidates.
  - **Enhanced Retention**  
Improved first-year retention by 10–15% with better candidate-role alignment and experience.
  - **Consistent Global Processes**  
Standardized hiring across multiple countries while maintaining local compliance.
  - **Enhanced Employer Brand**  
Branded talent pools positioned the company as an employer of choice in competitive markets.
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## Final Thoughts

By partnering with hireHQ, the pharmaceutical giant successfully shifted from a costly, agency-driven model to a direct sourcing strategy powered by AI and automation. With curated talent pools, AI matching, and Genie as its Co-Pilot Recruiter, the company now hires smarter, faster, and more cost-effectively. Thus, strengthening its ability to attract the best talent in a competitive global market.

hireHQ has not only streamlined hiring but also positioned the company for long-term workforce resilience, scalability, and innovation.