



Enigma People Solutions Ltd

indie Semiconductor

Case Study

Californian based **indie Semiconductor** is a \$10 million global company who selected Edinburgh as the ideal location to expand their design team. The fast growing company chose to join the rich and innovative technology community present in Scotland's Capital city, with the ambition to build a centre of expertise for complex chip design that they, and Edinburgh, can be proud of.

What attracted indie to Edinburgh in particular, was the engineering capability of the talent here. They wanted to hire Scottish engineers who they felt would fit the innovative and self starting culture which the company can attribute its success to. Totalling a team of around 40 people when they first came to us, indie are going through an aggressive planning and growth phase between Scotland and California. In this they face two challenges: recruiting in a US market where the war for technology talent is further perpetuated by them being co-located with 2 of the world's largest semiconductor companies, and also, in Scotland where their company brand was unheard of and therefore, difficult to attract local talent.

indie engaged Enigma People Solutions to carry out our recruitment marketing services, tap into our established networks, raise awareness of their brand in the market and help grow their team in Scotland and California. Working closely with both the CEO and the VP of Sales & Marketing, we enhanced the existing marketing strategy through a combination of content creation, social media marketing and market research, resulting in an overall increase in their employer branding and attractiveness to potential candidates. By promoting their brand via marketing channels in the US and the UK, and engaging with local industry partners such as **Scotland IS** and **Talent Scotland**, we were able to effectively 'sell' indie to the available talent pool and source potential candidates.



The senior management members of the team were keen to carry out in depth, **exclusive interviews** to allow potential candidates and the industry, insight into the company's creation, their working culture and the technology expertise of their products. The consultative element of our service allowed indie access to our expert knowledge of the Scottish electronics market, key industry information and industry contacts, including local university contacts, trade bodies and technology hubs in the area. We acted as a close recruitment partner for indie, providing candidate sourcing and pre-screening of candidates that applied through a variety of channels including direct applications, through the indie website, advertised response, search and selection activities and word of mouth. We managed the interview process, arranged interviews and assisted with the management of the offer process for selected candidates. The skill sets which indie are recruiting for are scarce in the market and in high demand across various industries. The combination of increased employer branding and our recruitment efforts resulted in over 30 applications direct to their (newly created) website in November 2014, only one month after we began with working indie. The ability to attract this number of candidates in a relatively short amount of time is rare for the electronics market in Scotland, where recruitment processes can take several months to go from candidate attraction to hiring.

So far, indie has added 10 new hires in 3 months across California and Scotland. They have doubled the size of the design team in Edinburgh in the past 4 months and will continue to grow. Candidates are attracted to indie from various channels and those interviewed have had the opportunity to meet with many of the design team in Edinburgh, as well as being introduced to senior technology team members in California for subsequent interviews.

The culture at indie is very much 'making chips and having fun'. They are a forward thinking technology company who encourage their engineers to take ownership of the products, interact with customers directly and gain experience in multiple disciplines, giving them much more variety across the business than they would at larger semiconductor companies. As a company whose President & Chief Innovation Officer and Chief Technology Officer both obtained their Ph.D.'s from the world-renowned Caltech university in California, indie is an extremely exciting and innovative company to work for and it seems this has been recognised by the local technology community. Invest Edinburgh, in highlighting Edinburgh as a world influencer in science and technology, published an article on indie's expansion into Scotland. Local students have recognised indie as an exciting opportunity where they can kick start their careers, with them having the most applicant interviews of any of the Edinburgh electronics companies during the recent Edinburgh University Industrial placement programme. indie can now be highly regarded, as exciting new employers to work with in the electronics market in Scotland, and are clearly in demand by the talent here. The ongoing nature of the recruitment market service means whenever indie are ready to recruit again they have an existing credible presence in the market and can effectively attract top technology talent who are very aware of their brand and fit the unique company culture.

To speak to us about our recruitment marketing service call Ben Hanley for a chat on 07768174270.

