

RECRUITMENT CASE STUDY

Zeltiq Aesthetics

Summary

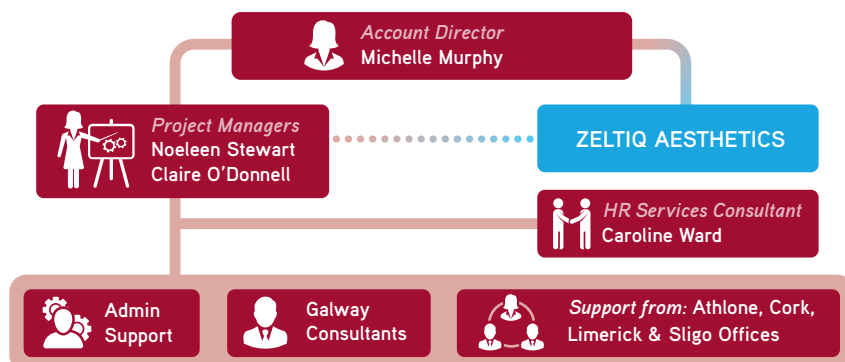
This case study details the recruitment solution Collins McNicholas delivered for Zeltiq Aesthetics, a medical technology company. The case study gives background information on Zeltiq, explains our account management approach to the project, and documents the recruitment process and timeframe we followed. By 1st September 2016, Zeltiq had recruited 42 employees to their Galway site. A second round of recruitment in 2017 saw a further 53 staff commencing work in Zeltiq.

About Zeltiq Aesthetics

Zeltiq Aesthetics is a medical technology company focused on developing and commercializing products by utilising its proprietary controlled-cooling technology platform. The company's first commercial product, the CoolSculpting® system, is designed to selectively reduce fat bulges that may not respond to diet or exercise, with a non-surgical, non-invasive treatment.

Account Management Model

Collins McNicholas established a dedicated account management team, which consisted of Account Director Michelle Murphy; Project Managers Noeleen Stewart and Claire O'Donnell; HR Services Consultant Caroline Ward, and a team of recruitment consultants in our Galway office, assisted by dedicated personnel in our offices nationwide.



Zeltiq Aesthetics in Ireland



Zeltiq initially contacted Collins McNicholas in June 2015 and we held a call with them in July to discuss the talent required when setting up an operation in Ireland.

Galway was chosen as their preferred location and we commenced drawing up job descriptions, discussing salary and package details, and determining the recruitment time frame and strategy.

The initial hires included Director of Operations Engineering, Director of Manufacturing, HR Manager, Quality Manager, Senior Quality Engineer, Warehouse Operations Manager, and a Buyer Planner.

In 2017, Collins McNicholas was retained to recruit production team members. As of May 2017, this second phase of recruitment resulted in the placement of 53 production operators on both a permanent and temporary basis.

**Recruitment Project
Timeline: March 2017**

- DAY 1** Initial meeting: candidates screened using customised form and then scheduled for assessment.
- DAYS 8-10** Three assessment centres held, with each candidate assessed on: verbal reasoning, numerical reasoning, and inductive reasoning. 37 candidates assessed in total. 23 put forward for interview.
- DAYS 12-13** Interviews: best performing candidates from the assessments were sent forward for interview.
- DAY 21** 12 candidates start work as permanent employees and four more as temporary contractors.

On April 20th, we held an open evening in Galway. We advertised the event on social media, our website and local radio. There were 84 attendees in total. We arranged interviews for all candidates that passed the initial screening.

We held a second open evening in May. The 18 successful candidates were placed on a panel, should Zeltiq require more operators at short notice.

In total, we conducted assessments on eight separate occasions, assessing 165 candidates and putting 84 forward for interview. This resulted in 12 permanent placements and 41 temporary placements.

Onboarding

Collins McNicholas held onboarding sessions for all temporary employees. A representative from Collins McNicholas is also on site for one hour each week to ensure the temp process is running smoothly.

Collins McNicholas Sourcing Strategy

Collins McNicholas was retained by Zeltiq to source a range of positions for their Galway site. The central component was the use of our extensive national database, as well as a targeted advertising campaign using local media, and several online job boards. We advertised on our website, a microsite, local radio, and social media. In the recruitment of the production team members in 2017, open evenings were used to attract candidates.



Selection Process

Phase 1 Collins McNicholas presented several strong candidates for each role and they were interviewed in the Collins McNicholas Galway office by two Zeltiq managers during August and September 2016. The chosen candidates were identified, and salaries and packages negotiated.

Collins McNicholas screened all suitable candidates in accordance with criteria and competencies outlined by Zeltiq Aesthetics. This process was completed, from the retention of our services to job offers, within a 4-6 week timeframe.

The following positions were filled between the start of June and the end of August: *Director of Operations, International Director of HR, HR Director (Ireland and UK), Quality Manager, Senior Quality Engineer, Manufacturing Manager, Manufacturing Systems Administrator, Warehouse Manager, Buyer Planner, and SMT Engineer.* Two additional hires were made in late 2016 / early 2017: *Senior Cost Accountant, Buyer Planner – Contract.*

Phase 2 Collins McNicholas provided assessment centres to Zeltiq to recruit the initial team of Production Operators.

Candidates completed three assessments: verbal reasoning, numerical reasoning, and inductive reasoning. The top performing candidates were recommended for interview later the same week. All Production Operators were placed within a 2-4 week timeframe.

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