

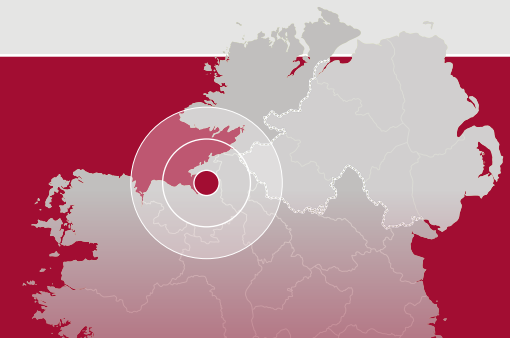
## RECRUITMENT CASE STUDY

# Overstock

## Summary

This case study details the recruitment solution Collins McNicholas delivered for Overstock, an online retailer offering brand name merchandise at discount prices, who set up a Software Development and Testing Centre in Sligo, Ireland. The case study gives background information on Overstock, explains our account management approach to the project and documents the recruitment process and timeframe we followed. By October 2013, Overstock had recruited the first eight employees within their development centre in Sligo. Currently in 2017, Overstock has a staff of 25.

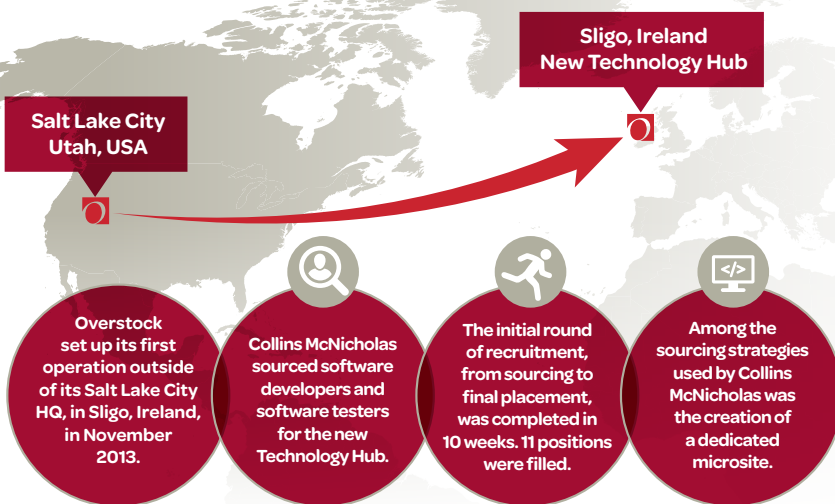
## Overstock in Ireland



At the end of May 2013, Overstock announced plans to visit Ireland to assess the possibility of establishing their first technology hub outside of their HQ in Salt Lake City. They were considering Dublin, Belfast or Sligo as potential locations.

On their visit in June, Overstock wanted to meet and interview candidates who could fill the software development and testing roles. While skills availability was obviously very important when choosing a location, so was candidate availability to travel to the US for training, as well as hiring a loyal staff who would remain in the organisation to build up additional technical teams. Work life balance was also important in choosing the right location for Overstock.

Collins McNicholas was approached by the IDA at the end of May to provide market intelligence reports and to source potential candidates for the initial meeting in June 2013. After meeting with potential candidates in Sligo, Dublin and Belfast, they selected Sligo as their location. The new Irish operation is dedicated to software development and software testing. The initiative is expected to generate approx. 45 jobs in the Sligo facility over the coming years. Collins McNicholas was chosen as a recruitment partner.



## About Overstock

Overstock, Inc. is an online retailer offering brand-name merchandise at discount prices. The company offers its customers an opportunity to shop for bargains conveniently, while offering its suppliers an alternative inventory distribution channel. Overstock, headquartered in Salt Lake City, Utah is a publicly traded company listed on the NASDAQ Global Market System and can be found online at <http://www.overstock.com>



**Recruitment Project Timeline: May–November 2013**

- MAY** | IDA announce Overstock coming to visit in June and want to meet potential candidates
- JUNE** | IDA Itinerary – Overstock visit Dublin, Sligo and Belfast and meet candidates
- JULY** | Sligo chosen as preferred location – SW Dev. Mgr. appointed
- AUG** | Overstock come to Sligo to carry out 2 days of interviews
- SEPT** | 11 Job Offers made to Java Developers and Testers
- OCT** | Candidates start in Overstock
- NOV** | Overstock Sligo office officially opened by An Taoiseach Enda Kenny

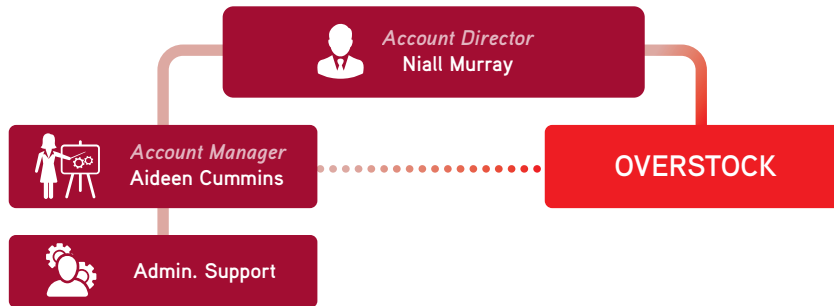
**Recruitment: 2014–2017**

In 2014, Overstock created an additional software development team and hired additional Java Developers and Software Testers bringing their team in Sligo to 15 people.

In 2015, due to continued project success, they added a third software development team and augmented their support services and reached a staffing level of 21. Candidate sourcing was done through online recruitment channels and referrals from existing staff. As of June 2017, Overstock employs 25 staff.

**Account Management Model**

Collins McNicholas established a dedicated account management team, which consisted of Account Director Niall Murray, Account Manager Aideen Cummins and admin support.



**Collins McNicholas Sourcing Strategy**

The cornerstone of our recruitment campaign was the development of a microsite ([www.collinsmcnicholas.ie/overstock](http://www.collinsmcnicholas.ie/overstock)). The microsite provided detailed background information on Overstock, the specifics of the Irish facility, all of the vacancies listed with full job descriptions attached, and contact details for relevant personnel in Collins McNicholas. The microsite was launched in conjunction with the IDA public announcement in August 2013.

A key feature of our sourcing strategy was the identification of technology professionals living in the North West region who were commuting to Dublin or Galway on a daily basis. This cohort of professionals were very attracted to the opportunities with Overstock from a professional point of view but also because a role in Sligo allowed them to significantly reduce the time spent commuting to and from work. The reduced commute and the resulting improvement in work/life balance, together with reduced travel costs, allowed some candidates to be more flexible on salary requirements.



## Selection Process

Collins McNicholas screened all suitable candidates in accordance with criteria and competencies outlines by Overstock. This was all done in the August 2013 timeframe. All candidates were corresponded with in a timely and professional manner.

Role	Candidates Interviewed by Collins McNicholas	Applications Presented to Overstock	Overstock Mgmt. Team Interviews	Roles Offered
Software Development Manager	5	3	3	1
Senior Java Developer	28	13	12	4
Java Developer	25	6	6	3
Senior Software Tester	17	10	9	3
Software Tester	19	6	4	1
<b>TOTALS</b>	<b>94</b>	<b>38</b>	<b>34</b>	<b>12</b>

## Conclusion

Overstock has been very successful in recruiting their first and subsequent rounds of IT professionals in Sligo for their first Technology Hub outside of the US. They will continue with their recruitment plans into 2018 and beyond. Sligo has proven to be an attractive location for IT professionals in Ireland. An important factor in Overstock's success in Sligo is that they have grown their staff to 25 and have had minimal attrition. Staff retention is a key strength of regional locations. Our experience shows that the North West, and Sligo in particular, is proving a very attractive alternative to larger cities for IT professionals. This will ensure Overstock will continue to attract key talent and will further expand their Software Development Centre.

Collins McNicholas will continue to partner with Overstock in their recruitment of highly skilled software developers, software testers and business analysts into 2018 and beyond.



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