

CURRENCY.

How Currency's tiny recruiting team scaled its sales force.

SUCCESS STORY

Fast-growing equipment financing company **Currency** needed to scale. So its small, two-person talent acquisition team sought to double the company's sales force in one year while building a pipeline of potential candidates to fuel future growth. Although the team knew the type of person they wanted to hire, they turned to LinkedIn Jobs and LinkedIn Recruiter to find and attract ideal candidates to the company.

+50%

Sales team growth—via new hires—in one year

81%

New hires sourced through LinkedIn

44%

LinkedIn applicants that were passive candidates



THE CHALLENGE

Scaling employees without sacrificing quality

Currency's talent acquisition team needed to quickly scale its sales force and build a pipeline for the future. They needed to work smart, and that meant being able to network, post jobs, source, hire, and promote content in one place. But most sourcing tools or job boards were decentralized, inefficient, and time consuming.

THE SOLUTION

Building a team with the right tools

Showcasing the company's values and unique culture to attract relevant applicants is key, so the team posts 100% of its openings with **LinkedIn Jobs**, sponsoring high-priority job posts to ensure more engagement. Leveraging **LinkedIn Recruiter** to run "ideal candidate" searches helps the team quickly identify people with skills and experiences similar to the company's top performers—a capability they call "game changing." Meanwhile, personalizing messaging via InMail improves response rates.

[Learn more](#)

“

For startup companies without name recognition, it's so important to understand how LinkedIn lets you take control of your employer brand, pipeline, and attract quality talent. Your competition sure does!



Jordan Weber

Head of Recruitment and Talent
Currency