4zero
TALENT WITH PURPOSE | **retraced**

Supporting a sustainable driven fashion tech company, scale their software engineering team in Germany.

> 4zero are a unique partner focused on finding candidates with a deep cultural and motivational fit for our company. 4zero's hiring strategy and execution resulted in an exceptional conversion rate. We highly value their partnership and I am a firm advocate of the 4zero team and their hiring capabilities.
>
> Peter Merkert – Retraced, Co Founder & CTO

CHALLENGE

Retraced provides fashion companies with a sustainability management software platform, to record and disclose their supply chains in detail, showing true transparency. Founded in 2018, the company's success led them to win the German Sustainability Prize in 2019 and securing over 40 fashion companies who wanted their platform.

Since obtaining €1.2m in seed funding, **team expansion was a priority and they needed to scale their internal Software Engineering teams urgently.** However, Retraced found the market for hiring software engineers very tough and the most competitive it has ever been.

SOLUTION

The 4zero Senior Account Lead conducted a comprehensive assessment of the role and identified the SEED product, from the 4zero GROW™ Talent Suite, would be the most efficient and agile solution.

SEED allowed Retraced to "pick and choose" what they needed for their permanent recruitment needs **(on brand hiring microsite, 4zero hub, technical and psychometric testing)** and an added advantage was **fees spread across 12 months**, which **spread their risk** and management of cash flow.

RESULTS

4zero's deep understanding and knowledge of the sector ensured Software Engineers with the right combination of skills were being targeted. Giving Retraced access to highly qualified candidates who were aligned with the job role and the company's overall mission and purpose.

As a result of this exclusive partnership, within **5 weeks**, 4zero successfully filled the **Backend Developer** role, who was **highly satisfied, engaged and purpose driven.** 4zero are now Retraced's **go-to hiring advisor and talent solutions provider.**

HIGHLIGHTS

Industry: Sustainable Fashion, SaaS Platform
Positions: Backend Developer
Locations: Düsseldorf Germany (Remote)

Results:
Supplier Status: Exclusive Partnership
CV to interview ratio; 2 : 1
IV to placement ratio; 2 : 1
Time to fill (1st brief to offer): 5 weeks