

THE ANNUAL
TECH RECRUITING &
TECH EMPLOYER
BRANDING
IMPACT REPORT

2022

PRODUCED BY DEVOLYMPICS

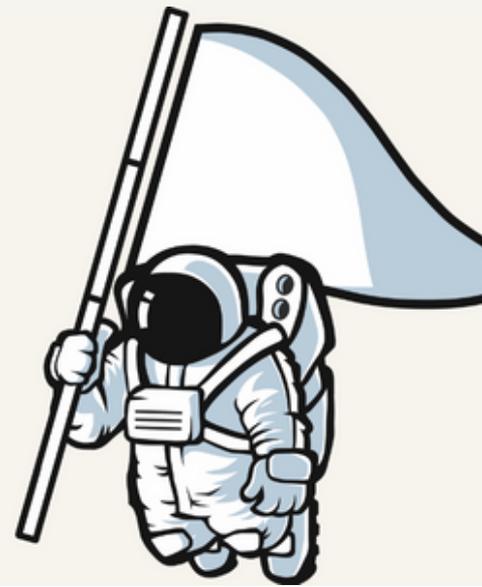
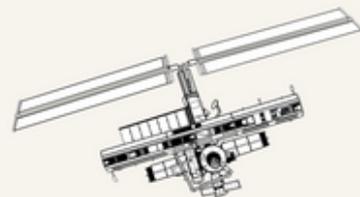


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INTRODUCTION

2021-2022 was a very intense year for Tech Recruiters, HR professionals, and Employer Branding Specialists. After 2 years of the pandemic lockdowns, many companies hoped to go back to normal.

In many ways, the DevOlympics Team was "sad to see 2019-2021 go as these were the 2 years when our tech employer branding services' popularity skyrocketed.

When the whole (IT) world moved on to hybrid events, companies and tech event organizers found it extremely hard to

- Engage IT professionals in a meaningful way.
- To attract new IT talent to companies that were not known, or not considered "cool" by developers
- To verify IT professionals' hard and soft skills in the recruitment and screening process

- To onboard IT talent to new, remote-based company culture and environment
- To retain IT talent with an almost exclusively remote setup
- To foresee and handle the various new phenomena such as the "Great Resignation" & "Silent Quitting"

Our goal with this report is to provide you with data on the impact our "disrupting" methodology & services offer to multiple stakeholders in medium-large organizations.

Browse this report to get anonymous client data on our services

- HR Impact
- Employer branding Impact

Dive in and feel free to use the data from our report.

OUR STORY SO FAR

OUR STORY

Both our company's founders come from a mixed technical-commercial background. After studying the anatomy of the communication gap between hiring managers and IT talent they have decided to do build a solution that will connect HR professionals with top IT talent in a smooth, efficient and scalable manner.

OUR MISSION

From the beginning our mission was to provide:

- Scalable tech hiring and employer branding solutions
- Wonderful engineering & candidate experiences aligned with the hiring companies culture & values
- Educate & support companies' individual efforts with cognitive 1st party data instead of unreliable or biased data

OUR PURPOSE

Our purpose is two fold:

- Helping HR directors setting up their IT talent for success
- Matching IT talent with Companies & Job functions that match their specific skills & further develop in their roles



**WE HELPED HR DIRECTORS
SETTING UP THEIR
IT TALENT FOR
SUCCESS**

OUR 2021-2022 GOALS

1

Become the #1 online coding competition series in the EU and North America

The core of our service has to be solid. If developers do not LOVE what we do, we will not deliver value to our clients either. Ergo we have to be the top choice for software engineers.



2

Whitelabel our service to selected companies

White labeling our services allow HR directors, CTOs, Employer Branding specialists and tech conferences to take advantage of our expert comprehensive work & approach.



3

Reach 50,000 developers

Our corporate clients rely on our ability to reach vast amounts of specialized developers. Our target was to reach a total of 50k developers in these specialties:

- full-stack developers
 - frontend developers
 - backend engineers
 - cybersecurity experts
 - data science professionals
- 

4

Co-organize 4 major annual tech events

White-labeling coding competitions for major tech conferences have always been our bread and butter as our MVP was born during such an event.

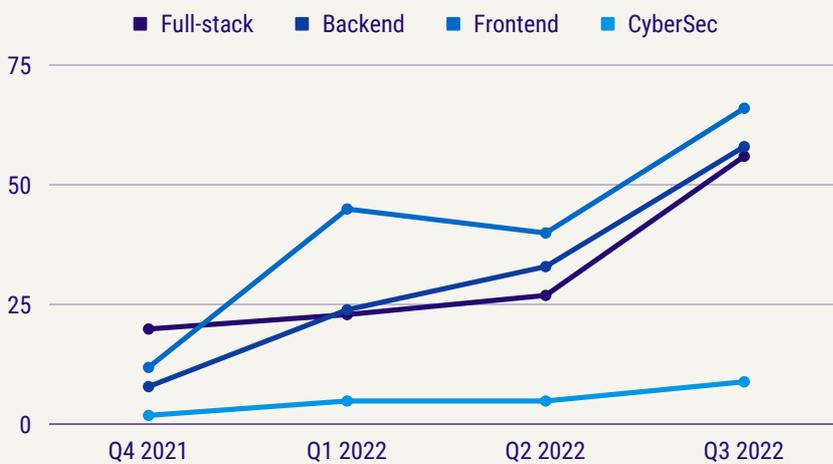


THIS IS HOW WE KNOW WE MADE A DIFFERENCE

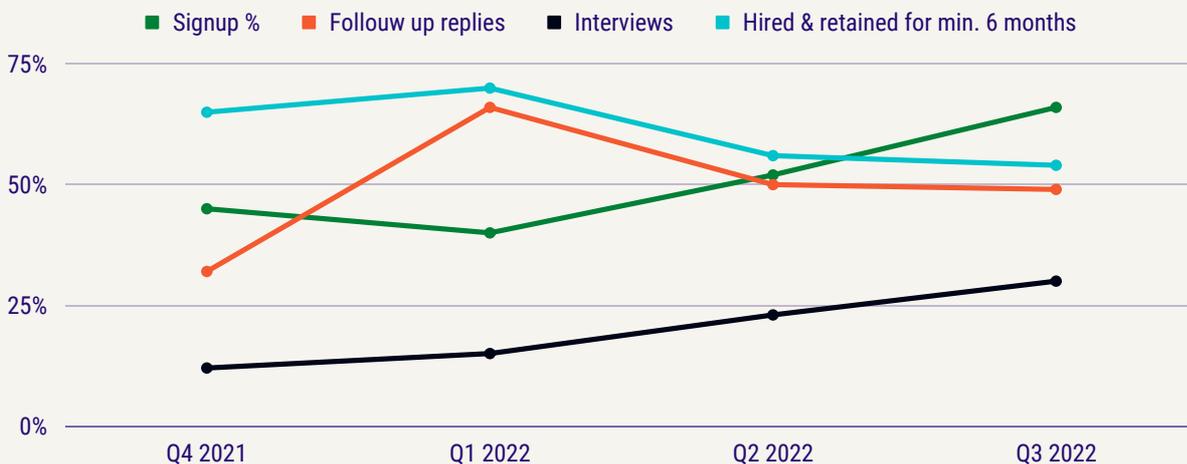
Verified Leads Generated in 2022 in total



Client hires per speciality generated by our service



Tech recruitment funnel impact - overall



90%
Client retention rate in 2022

2084
Verified Leads generated in the past year

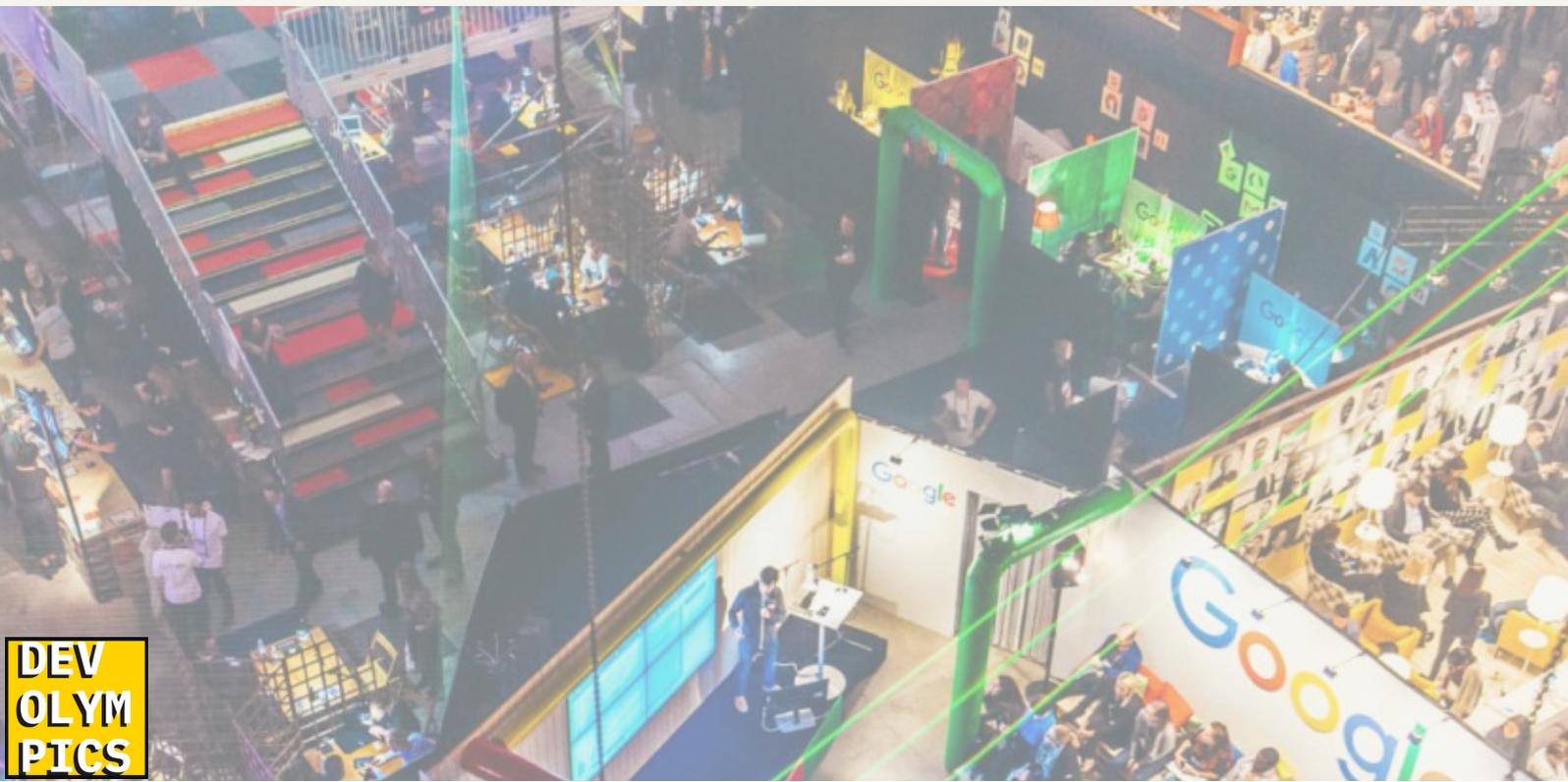
86%
IT talent re-engagement rate

AVERAGE COMPANY-WIDE SAVINGS IN 2022

The average savings of our clients on

- Agency fees
- Headhunters
- Tech events
- Technical interviews was

€56,401



ACKNOWLEDGEMENTS

Huge thanks to all our clients and **our team**:

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**WE THANK YOU
FOR YOUR CONTINUED SUPPORT
& AWESOME
FEEDBACK**