COMPANY OVERVIEW

Shapeways is a 3D printing firm that got its start as a spin-off of Royal Philips Electronics’ lifestyle incubator. The company has additional offices in Eindhoven and Seattle, and its investors include Andreessen Horowitz, Union Square Ventures, Lux Capital and Index Ventures. As a leader in the 3D printing marketplace and community, Shapeways harnesses 3D printing to help its clients turn their ideas into reality while continually striving to make product design more accessible, personal and inspiring.

Launching a startup is no walk in the park. It requires extra work to be accomplished by fewer resources. The hours can be long and the budgets can be lean, but motivation is high. Shapeways talent acquisitions manager Natalie Ledbetter has been working in this kind of exhilarating, high-pressure environment since joining the company a little over a year ago. She has had to hire a lot of highly skilled people in a short amount of time, and TalentBin has been an essential tool in the process.

RECRUITING CHALLENGE

Finding highly skilled senior level engineers and fostering fruitful connections with them

Tech professionals may be in high demand, but not all engineers are created equal. Natalie Ledbetter, a Talent Acquisitions Manager at Shapeways, has been coping with the challenge of identifying and recruiting high-caliber senior level tech professionals for as long as she can remember. She digs deep to find the truly qualified engineers she seeks, logging in countless hours of research that all too often yield only moderately successful results.

“Just because someone has worked for 10 years doesn’t mean they’re good, and the vast majority of those who are genuinely skilled have been scooped up by places like Google and Amazon that can afford to pay them high salaries” says Ledbetter.

“Really good engineers can quit a job and have a new one that pays six figures the next day without any difficulty whatsoever. There is no window of opportunity when it comes to connecting with top-tier candidates because they are never job hunting, and engineers are in such high demand that ‘recruiter’ has become a bad word. Shapeways engages in typical outreach efforts—we use LinkedIn Recruiter, post jobs as they come in, use message boards like Reddit and participate in numerous events and career fairs. Unfortunately, none of these methods have proved to be particularly effective. Engineers don’t have to be on LinkedIn, so a lot of them aren’t. And, if they are, they often don’t publish their email address, which is really the most important thing for me to have.”

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TALENTBIN BY MONSTER SOLUTION

Provide tools that make it easy to quickly identify qualified, experienced candidates and construct thoughtful outreach that elicits interest and responsiveness

“When I contact potential candidates, I use all of the professional data I have found on sites like GitHub, StackOverflow and Meetup to tailor every piece of correspondence I send to each and every candidate. No one—technical and non-technical candidates alike—likes receiving blanket emails that have clearly been sent to a million people and aren’t personalized at all. TalentBin by Monster has been a great tool to have at my disposal because it aggregates information from a number of different sites, which saves me time while still equipping me with the details I need to construct outreach that is specific and skillfully targeted. And, even if the person I contact isn’t looking for a new job at this particular juncture, a well-crafted, personalized email has the power to foster a connection and start a relationship that could prove fruitful down the road. I’ve had people come back to me five months after I first get in touch with them and tell me that they are ready to explore new opportunities.”

“TalentBin by Monster is also nice because it helps me build a pipeline. Its integrated email conveniently connects to my Gmail account and its Email Concierge service will research a candidate’s name and find his or her email address when I am unable to do so myself.”

POSITIVE IMPACT

Successful connections with experienced engineers and convenient functionality that improves overall workflow efficiency

“TalentBin by Monster has been a huge help to my firm because it has helped us discover experienced, high-quality candidates who possess legitimate skills and expertise. Technical recruiting is incredibly time intensive and TalentBin by Monster has saved me many hours of work. At the end of the day, it is a great tool because it simply comes down to the beauty and convenience of having everything you need in one spot. Plus, their Support and Customer Success team are fantastic. If there is something I don’t understand, they are extremely helpful—there are lots of tutorial videos available too, which is awesome.”

Engage and hire the very best technical talent with TalentBin by Monster.