

Talento

A Talento Case Study: Almedia

How Almedia brought order to high-growth hiring with Talento

In adtech, recruiting can often get caught in a perfect storm.

The quest for a perfect technical-meets-commercial hire, tight talent pools, and a crowded, fast-moving market make pinning down the right people for the job a tough ask. And it's even tougher when your organization's need for scale outpaces your internal recruiting team capacity.

That's where Almedia ended up around mid-2025. The organization's headcount had expanded sixfold in just a couple of years — with hiring needs spanning Berlin, London, New York, Tokyo, Beijing, and Seoul.

And with plans to double that amount over the coming two years, they needed to hire high-quality talent quickly across multiple technical and generalist roles. But their talent team was overwhelmed by the volume and velocity. They needed the right support in play to help them manage a hiring firehose while keeping the bar for quality high.



Scaleup



Tech, GTM, G&A



AdTech

The Challenge

High volume, high standards, and a little bit too much chaos

When Tristan joined Almedia, the team was just getting into its scaling phase. Processes were informal and the team was lean. But when 30 people became almost 200 within the space of a couple of years, Tristan's TA function started to struggle under the strain.

"The talent acquisition function was in a flux state," he says. "There was a little bit of instability, with too many open requisitions, and more chaos than I would be comfortable with."

Hiring volume was sky-high, and reqs and roles remained unfilled as Almedia's small team of five recruiters struggled to manage demand. Adding to the complexity, Almedia was working with a first-time founder and early-career hiring managers, and both needed support to guide hiring conversations and make confident decisions at pace.

With hiring surging across multiple locations and functions, Tristan knew the key to unlocking true scale was a partner who could instantly win trust and buy-in from senior leaders.

"Like any fast-growing business, priorities change weekly," Tristan says. "Chaos can ensue. As a talent leader who's spinning far too many plates with multiple requisitions and office openings, it's about having experienced talent partners who are able to navigate through that chaos and understand the data through the noise."

The Solution

Flexible expertise, delivered fast

One thing was clear from the start: Tristan wasn't looking for someone to fill seats fast. He wanted a collaborative partner that could work with the company to increase capacity long-term — and he had three key criteria in mind:

- Experienced talent bench: Talent operators with deep market expertise who could ramp quickly, understand the business fast, and move on recruiting workflows without the need for hand-holding.
- Hiring support across the business: Equip both senior leaders and less experienced hiring managers with the right knowledge to keep quality of hire high.
- Flexibility at scale: Hiring at full-speed with enough wiggle room to scale up as needs allowed.

Talentful's embedded RPO model paired the flexibility to scale with hiring velocity with a short time-to-ramp so talent partners could deliver value where it was needed quickly.

"We're looking at growing significantly over the next couple of years," Tristan says. "We went with Talentful because of their experienced bench of talent partners that [could] come straight into the business quickly, and show the hiring manager team what good looks like."

"It's about having a really high bar for talent that we could trust within a couple of weeks. You just can't get that from full-time hiring at the same kind of speed."



Talentful

The Results



Internal capacity unlocked, 30% uplift in new hires

Over the course of the partnership with Almedia, Talentful slotted right into daily operations — supporting an overloaded team to get the req load under control. They delivered value fast, and built internal capacity so that managers could keep the bar high long-term.

For Almedia, this translated into some big wins:

- Consistent hiring momentum at scale: Scaled total hiring by 33% and built a flywheel for on-demand scaling.
- Faster time-to-impact: Value delivered within weeks, not months.
- Client satisfaction across the business: High CSAT scores and an NPS of 10/10.

Even more critically, managers loved the new setup — because they were able to understand the market, negotiate more effectively, and make more confident hiring decisions.

“The candidate quality that the Talentful team was bringing to Almedia... We knew within a matter of days, if not weeks, that this was the right match for us and where we’re going,” Tristan says. **“Hiring managers were coming to us saying, ‘We want to keep working with Talentful.’”**

But the key differentiator for Almedia was the team’s deep market expertise and willingness to hold out for the right hire. And that really mattered when the team was hiring for key roles — like a senior hire in the APAC location.

“It would be very easy for a recruiter to hire anybody [in that role] and they’d make an impact,” Tristan says. “But Talentful knew it wasn’t just about hiring anyone — we needed somebody long-term. They were able to guide and even push back on some hires to find the right person.”

Ultimately, Talentful has enabled Almedia to scale faster and hire better, keeping the quality bar high while upskilling hiring managers.

★ **33%**

Hiring growth

★ **10/10**

Client NPS
& High CSAT scores

“

“Talentful immediately unlocked our ability to scale at pace and achieve our hiring goals as they multiplied in a very short span of time. It’s not something we would have been able to do without them.”

”

Tristan Mackrory
VP People and Talent, Almedia

Are you also scaling rapidly and interested in how an RPO like Talentful can help?

Book a call with us today