

Talentoful

A Talentoful Case Study: incident.io

How incident.io Doubled its Team in Six Months

When incident.io raised \$62 million in Series B funding, they decided it was time to ramp up hiring. They needed to scale fast.

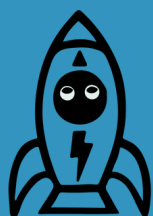
But there was a problem.

Up until this point, the team had been laser-focused on building the product — hiring had simply not been the priority. But with a new growth chapter beginning and an ambitious target of 50 engineering hires on the horizon, they needed to move quickly and didn't yet have the infrastructure in place to do it.

As Senior Talent Partner Lottie Freeman explains:

"In my first week, my CEO told me the single biggest problem in the company was that we couldn't hire quality product engineers quickly enough."

To build that infrastructure fast and get immediate feet on the ground, incident.io partnered with Talentoful — bringing in the expertise and capacity needed to build their engineering hiring engine and deliver quality new hires at speed.



Start-up



Tech & GTM



SaaS / AI

The Challenge

High Bar, High Urgency, No Margin for Error

incident.io was hiring product engineers in an intensely competitive AI market, with significant noise and volume across the candidate landscape.

At the same time, the company was still building the foundations of how to hire product engineers effectively.

With a lean internal team, an exceptionally high technical bar, and hard-to-fill roles staying open for months, hiring needed to accelerate quickly.

Why RPO, and Why Talented

Lottie evaluated multiple options before deciding on Talented's RPO model.

Hiring permanent recruiters felt risky in a startup environment where demand can fluctuate year to year. Contractors would require additional time to vet and onboard. Agencies, while useful in certain contexts, operate with different incentives.

"With agencies, your incentives are always going to be different — and that's not a criticism, it's just the model. But having people internally who care about the quality of hire and who you can problem-solve with, and be fully transparent with, is a huge difference."

Speed was the overriding priority.

Talented stood out during the selection process. The Talented team had experienced tech recruiters ready to deploy quickly, with the ability to embed within weeks.

"I was told they could have people in seat in three weeks, and they did."

For incident.io, the decision came down to confidence in recruiter quality, speed to impact, and the ability to operate as true partners rather than external vendors.

The Solution

Immediate Impact, Zero Ramp

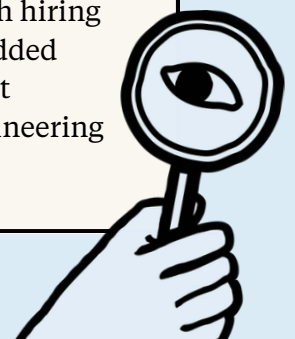
From day one, Talented operated as part of incident.io's internal team.

Before they started, Lottie created a day-one playbook documenting the hiring approach she was building:

"I wrote a playbook on day one of how we recruit — who we reach out to and how we approach it. They read it once, and the next day they were screening, running intro calls and reviewing applicants. Within 24 hours of them starting, the pressure came off completely... It was like being able to copy and paste myself."

"The bar here is insanely high. It was very apparent they knew what a top engineer looked like, and that's something that normally takes ages to teach someone."

Day to day, the partnership ran like an internal function, with regular stand-ups, collaborative sourcing sessions, shared scoping discussions and direct engagement with hiring managers. The team embedded quickly and built consistent momentum across the engineering hiring process.



Talented

The Results



Over the following six months, incident.io's hiring trajectory changed significantly:

- 100% headcount growth in 6 months (40 → 80 employees)
- Hiring shifted from 4 hires in 9 months to consistent, high-volume delivery
- Mobile engineer role filled after nearly 2 years open

Most importantly, engineering hiring stopped being the company's biggest blocker.

"Our CEO stood up at All Hands and said we've solved the problem. We can finally build the things we've been talking about building."

Beyond delivery, incident.io also benefited from ongoing support from Talented's leadership team, including strategic guidance drawn from experience across high-growth startups.

The experience reshaped how Lottie thinks about scaling talent in a startup environment.

"I really, truly believe in [Talented's] RPO model. Hiring ebbs and flows in startups. Being able to scale up when things are busy and scale down without having to let permanent recruiters go just makes sense."

In a market defined by speed and competition, Talented enabled incident.io to hire exceptional engineers at scale, without compromising the high bar that defines its product.

★ **100%**
Headcount growth

★ **15x**
Hiring velocity increase

★ **24**
Month vacancy filled

“

The ability to plug in really good recruiters who need almost no hand-holding and can deliver in an incredibly difficult environment is rare. Talented read the playbook, hit the ground running, and helped us double the team in six months.”

Lottie Freeman
Senior Talent Partner, incident.io

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

[Book a call with us today](#)