VC-BACKED GLOBAL SAAS PLATFORM · DEC 2023 TO NOW

A recruiter in four countries, without hiring one.

When funding tightened, this SaaS scaleup made its in-house recruiter redundant. But it still had to hire, and its next roles were in new markets.

18
roles filled

4
countries: Australia, the UK, the US and the Philippines

49%
less than hiring an in-house recruiter

2.5+ yrs
partnership, and still going

The challenge

- No internal recruiter after the Head of Global TA role was made redundant.
- The HR advisor was covering recruitment on top of their day job, and it wasn't working.
- Expansion into new markets meant hiring in countries where the team had no local knowledge of salaries or talent.
- The culture had to hold as the team grew offshore.

How embedded worked

- **Connected on Slack**, so TSG was available whenever a hiring manager needed to brief.
- **Advisor to HR and every hiring manager** on role design, budget, salary benchmarks and hiring globally.
- **A fixed fee per placement**, priced on the company's hiring forecast, so costs were known up front.
- **Culture fit protected** as the company expanded into new markets.

What it cost per year, compared with the alternatives

IN-HOUSE RECRUITER
$197K
$150K base, plus about $27K on-costs and $20K for tools and ads.

AGENCY FEES
$168K
18% fee on an average $130K base salary.

TSG EMBEDDED
$100K
Fixed fee per placement, everything included.

$243K

Saved over 2.5 years, compared with an in-house recruiter.
That's about $97K a year, with HR and hiring manager advice across four countries included.

Annual averages over the 2.5-year partnership. In-house based on a typical senior SaaS TA partner salary. On-costs estimated at 18% of base (super, payroll tax and workers' compensation).

No recruiter? You don't need to hire one.

Hiring 10 or more roles this year? Book a free 15-minute recruitment cost audit and we'll run your numbers.

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