



From Local Hires To Global Talent:

Going Remote Allowed a Marketing Data Company to Build a Highly Skilled International Team

Leading marketing data discovery company Zeeto uses its partners' networks to provide businesses with the market research they need. Companies can make their marketing more effective and customize the entire customer lifecycle with access to the right data.

Most of Zeeto's team worked together in sunny San Diego — until the pandemic's social distancing restrictions started. Remote work policies had to be quickly enforced as an emergency measure. But what began as a chaotic adaptation to a new reality suddenly became a clear opportunity to grow their teams with top talent from anywhere in the world.

Remote work brings unexpected opportunities.

Stephan Goss, CEO of Zeeto, admits that remote work wasn't working for him at first. "I didn't feel particularly efficient. It felt like I wasn't getting anything done," he recalled.

But after doing his research and looking into best remote work practices, this started to change. Not only did he feel even more efficient working remotely, but he started enjoying it. The perks were obvious: He could work anywhere relying on his mobile phone and a tablet to complete most of his projects. He then started to embark on a series of international travel: from California to Europe and then Africa — adopting the digital nomad lifestyle.

"I really embraced the whole remote thing myself. And I think what helped us was that everyone [in the company] was remote at the same time. I think it would have been way, way more difficult to make that transition [otherwise]."

The next step was to inject the remote-first culture into all the company's processes, beginning with employee selection and hiring. The first upside was obvious. Limiting their hiring scope to California for their tech talent was no longer necessary. Zeeto realized they could begin hiring highly skilled tech developers from anywhere in the world at a much more competitive cost.

"One of the obvious things we started looking at was the fact that it is quite expensive to hire in San Diego. We realized that there are other areas of the world where we can hire employees in order to get access to a larger — and depending on their location — less expensive talent pool," Mr. Goss said.

The talent search is now global.

As remote work became the standard across all the company's departments, leadership faced the question of where to find the right talent.

"Mexico became the obvious choice. We are in the same time zone. We can literally drive across the border and meet people. But, as I started looking into Mexico, that's where the regulatory thing kind of became worrisome."

Luckily, Zeeto knew who to rely on.

"[Globalization Partners] started helping us with all that stuff [navigating Mexico's local laws and regulations]. And it has actually made it super easy, because trying to figure that all out ourselves would have been a much, much slower process." With the right partner at their side, Zeeto avoided navigating the tricky legal waters of Mexico's taxes, payroll, benefits, currency exchange, and cultural nuances.



Newfound efficiencies mean there's no going back.

After hiring professionals in Mexico and Ukraine, Zeeto began looking to other countries, such as Poland and Ireland to find top talent. They are now very confident in the benefits of combining remote work and an international talent search.

Not only has the transition to remote work been smooth, but it has accelerated the overall growth of the company. "We had our most profitable month ever in December 2020. The performance has been excellent, and the numbers are reinforcing that it's going well."

The sudden leap to remote work was a revelation for Zeeto: Why would you limit your talent search to your neighborhood? "That's a big topic for us in 2021, being able to hire talent anywhere in the world, and especially tech talent because it's so hard to find."

"We've already told everyone we're not going to force anyone to come back to the office," Mr. Goss said. That means that growing their team globally will also continue. "We are definitely going to keep hiring internationally. I mean, for us, it's a huge strategic advantage to be able to find the talent we need. And depending on location and position, we can sometimes hire at a lower cost, enabling us to scale the business at a faster pace."



**GLOBALIZATION
PARTNERS**

CONTACT US

North America: info@globalization-partners.com

Europe, Middle East, and Africa: info-emea@globalization-partners.com

Asia-Pacific: info-apac@globalization-partners.com

globalization-partners.com