



# DashDevs

## Case Study

# Business Development Director

DashDevs are a leading international bespoke software development specialist. Based in Ukraine, they work with clients across a variety of sectors including fintech, to build engaging digital products, websites and mobile applications. They required a Business Development Director to spearhead their sales strategy for the UK market

They were seeking a candidate with a proven track record of winning new business with a background in bespoke software development, application development or technical resource augmentation. Ideally, they would have an established network of clients and be able to influence C-Level decision makers.



[dashdevs.com](https://dashdevs.com)

## The Problem

Dashdevs were based in Ukraine and the USA. However, due to the war, they had to relocate their development function to other countries across the EU.

This client needed a UK-based Business Development Director to handle all incoming warm sales enquiries as well as reach out to new business clients to sell the service of bespoke software development.

The client did not have a UK presence when they approached us and therefore no knowledge of the UK market.

They also had no UK entity, meaning any UK candidates would be brought in as contractors.

## The Solution

We dedicated time to understanding the client's business and the services that they offer so that we could sell this role to candidates as effectively as possible.

We mapped out a project consisting of a longlist of over 100 candidates with experience in bespoke software development or from competitors

We conducted thorough candidate interviews to present a shortlist of candidates

We had to manage the process with respect of the ongoing war whilst trying to support the client whilst they offshored their business yet still managing candidate expectations and maintaining their interest in the role

## The Outcome

We approached over a hundred people when initially sourcing for this role, and ultimately ended up interviewing over 20 of those.

Following this, we were able to send a shortlist of 15 candidates across to the client for consideration.

Following the two-stage interview process, one of our candidates was offered the role.

Due to their overall satisfaction with the service that we provided, DashDevs have since asked us to consult with their internal recruitment team and share our expertise.



**90**  
Days  
To Hire

It took 90 days for the candidate to be hired from the initial briefing.



**15**  
CVs Sent

9 shortlisted candidates were invited to interview.

# Do you want to know more?

If you would like to understand how our search strategies could strengthen and benefit your hiring process, we are more than happy to assist you.

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