

# Case Study



How TalentLaunch Hired Offshore Recruiters and Filled Roles in 45 Days

Brought to you by:

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Humanizing Growth

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# Who is TalentLaunch?

TalentLaunch is a nationwide network of independently operated staffing and recruitment firms based in the United States. It partners with small to mid-sized agencies to deliver business solutions that include strategic support, marketing, payroll, and recruitment operations.

What makes TalentLaunch stand out is its values-driven culture and deep operational expertise, empowering staffing firms to grow while staying agile. The company emphasizes scalable solutions, rooted in connection and long-term partnerships.

The core services of TalentLaunch are:

- Recruitment Process Outsourcing
- Back Office Operations
- Marketing and Brand Support

Location

**United States**

Industry

**Staffing & Recruiting**

Portfolio

**1.4M+ pre-vetted talent | Trusted by**

**1,000s of U.S. clients**

Year Established

**2016**



## The Challenges

### Scaling Demands Outgrew U.S. Hiring Capacity

- **Slow Speed of Filling Roles**

TalentLaunch was expanding rapidly but struggled to hire fast enough to meet demand, particularly for recruitment support roles.

- **High Cost of Local Hires**

U.S.-based hiring came with high salary and overhead costs. TalentLaunch needed to grow without compromising its budget.

- **Scalability Constraints**

The internal team couldn't scale quickly across roles and markets without operational drag, prompting a need for flexible support.





## The Solutions

### Flexible Staffing Solutions That Matched the Pace

- **Rapid Offshore Sourcing**

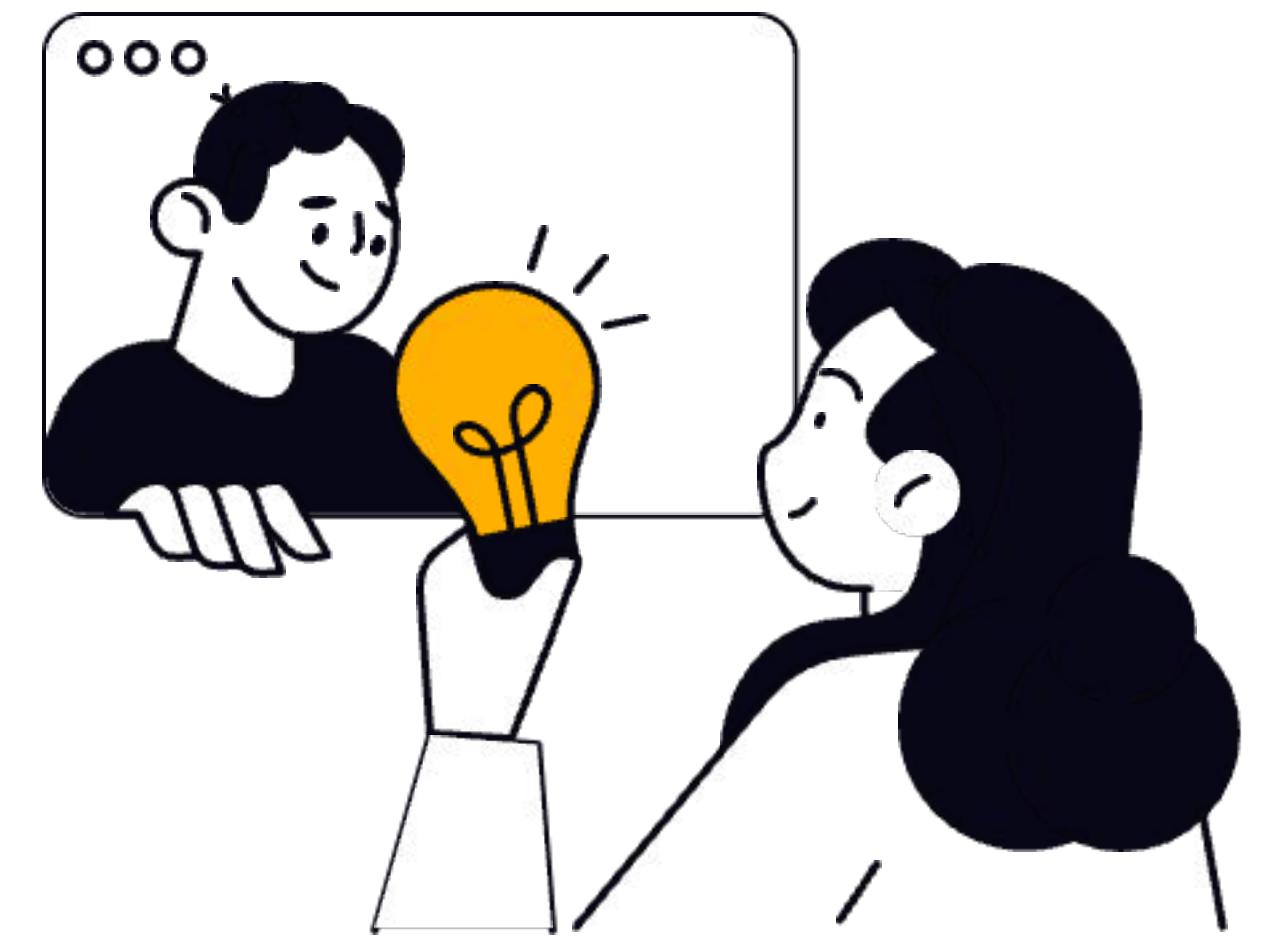
Penbrothers worked closely with TalentLaunch to define ideal candidate profiles and launched sourcing within days, filling roles in under 45 days.

- **Tailored Offshore Staffing**

Roles such as Cash Receipt Specialist, Recruitment Assistant, and Talent Acquisition Specialist were hired with clear deliverables and aligned expectations.

- **Cost-Effective Talent Matching**

By leveraging Penbrothers' offshore talent pool, TalentLaunch accessed highly qualified professionals at a fraction of U.S. costs while retaining performance standards.





## The Results

### From 0 to Fully Staffed in Under 6 Weeks

- **Hired Key Roles in Under 45 Days**

Vacancies were quickly closed, helping TalentLaunch keep pace with growth and avoid operational bottlenecks.

- **Scaled Operations Without Overhead Growth**

The company expanded recruitment and admin functions with flexible offshore support, avoiding the burden of local hiring infrastructure.

- **Cut Hiring Costs by 82%**

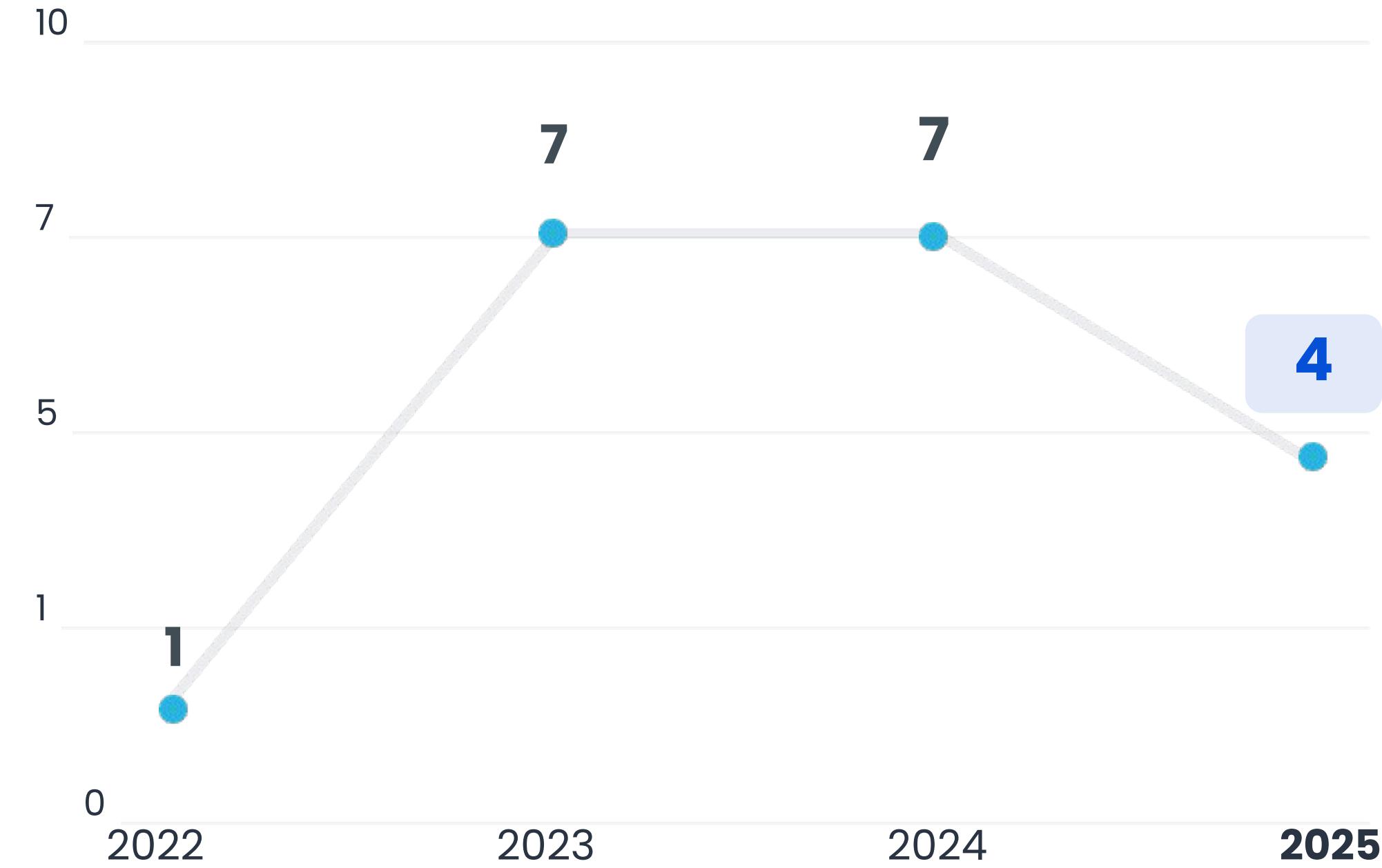
Offshore staffing enabled TalentLaunch to save nearly 82% on total employee costs, directly impacting their bottom line.



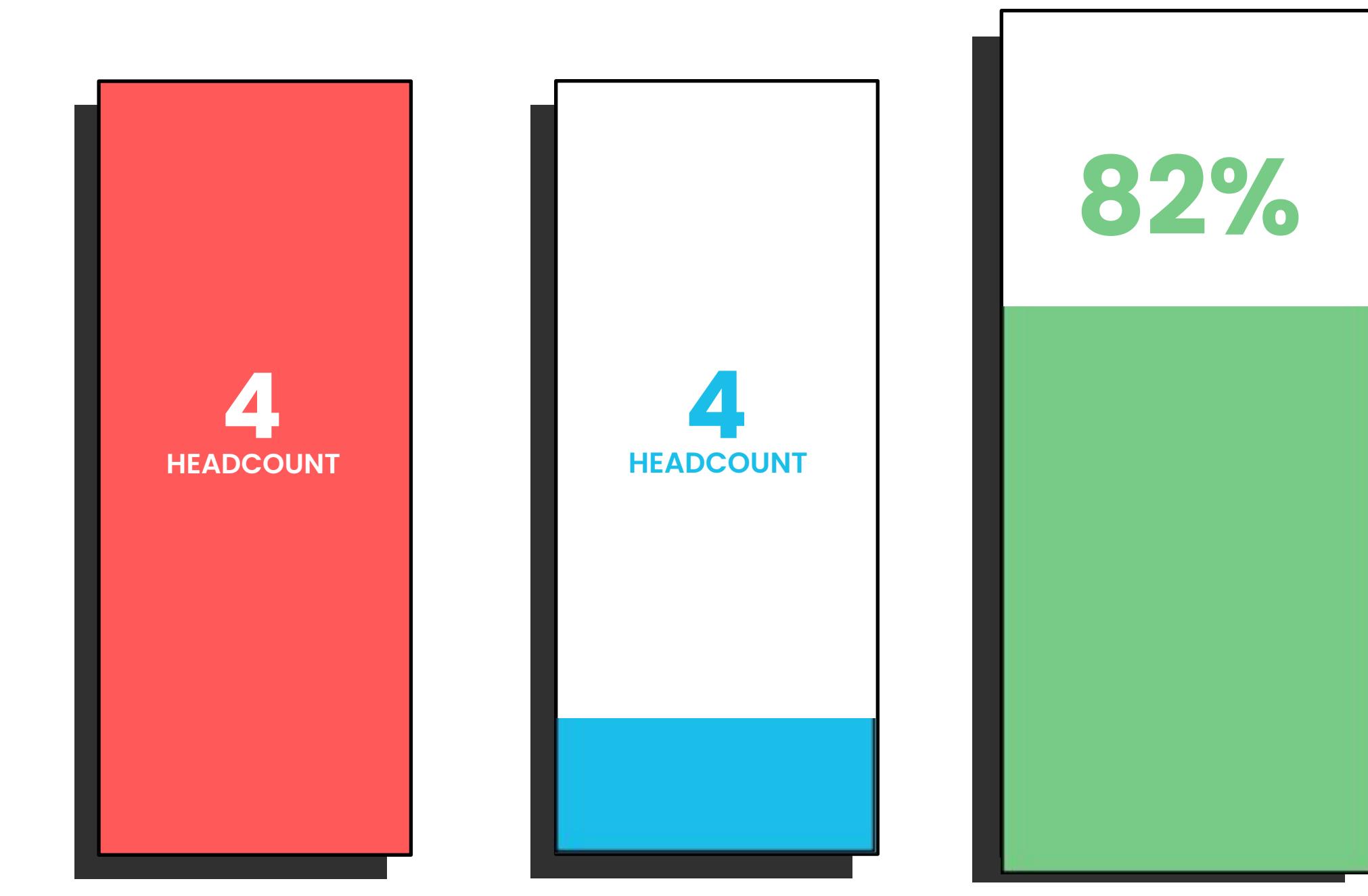


# The Analytics

## Headcount Growth



## 2025 Salary Cost Savings



Hired in the US  
(US Fully Loaded)

Hired with Penbrothers  
(Penbrothers Fully Loaded)

Annual Savings



## Testimonials

**"Our experience with Penbrothers has been productive. They provided us with top-notch talent quicker than expected. The flexibility of their solutions enables our operations to scale however we need it to be.**

**The communications are seamless, and their people are always helpful with whatever we need. We look forward to growing with Penbrothers in the years to come!"**



**Kelly Aho**

Recruiting Process Excellence Director, TalentLaunch

# Grow Faster and Smarter.

Grow your team with agile, high-quality offshore support.

**Talk to Us**

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