

# Case Study



How TalentLaunch Hired Offshore Recruiters and Filled Roles in 45 Days

**Brought to you by:**

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Humanizing Growth

Updated as of: Dec 2025



# 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%**

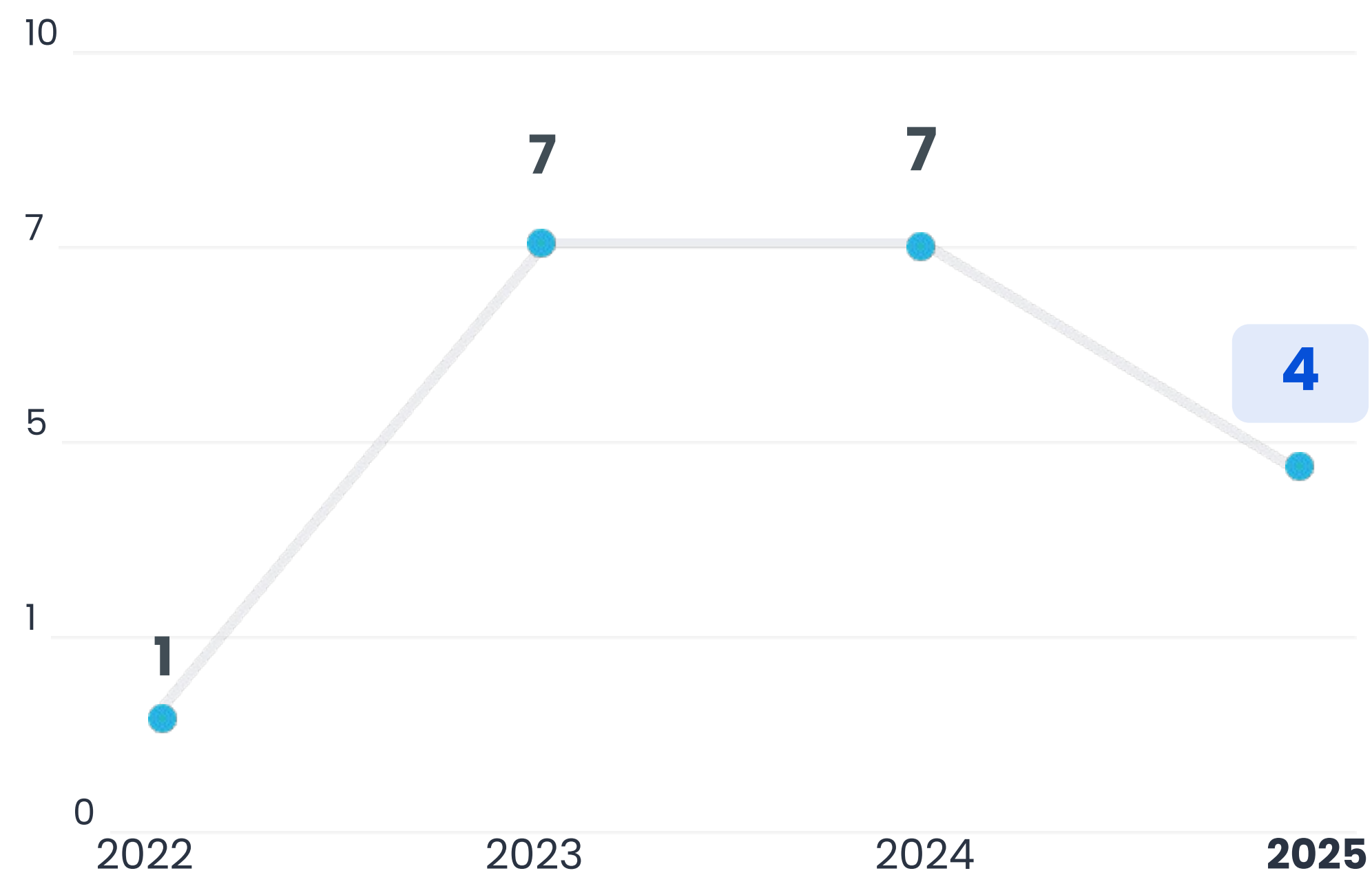
Offshore staffing enabled TalentLaunch to save nearly 82% on total employee costs, directly impacting their bottom line.



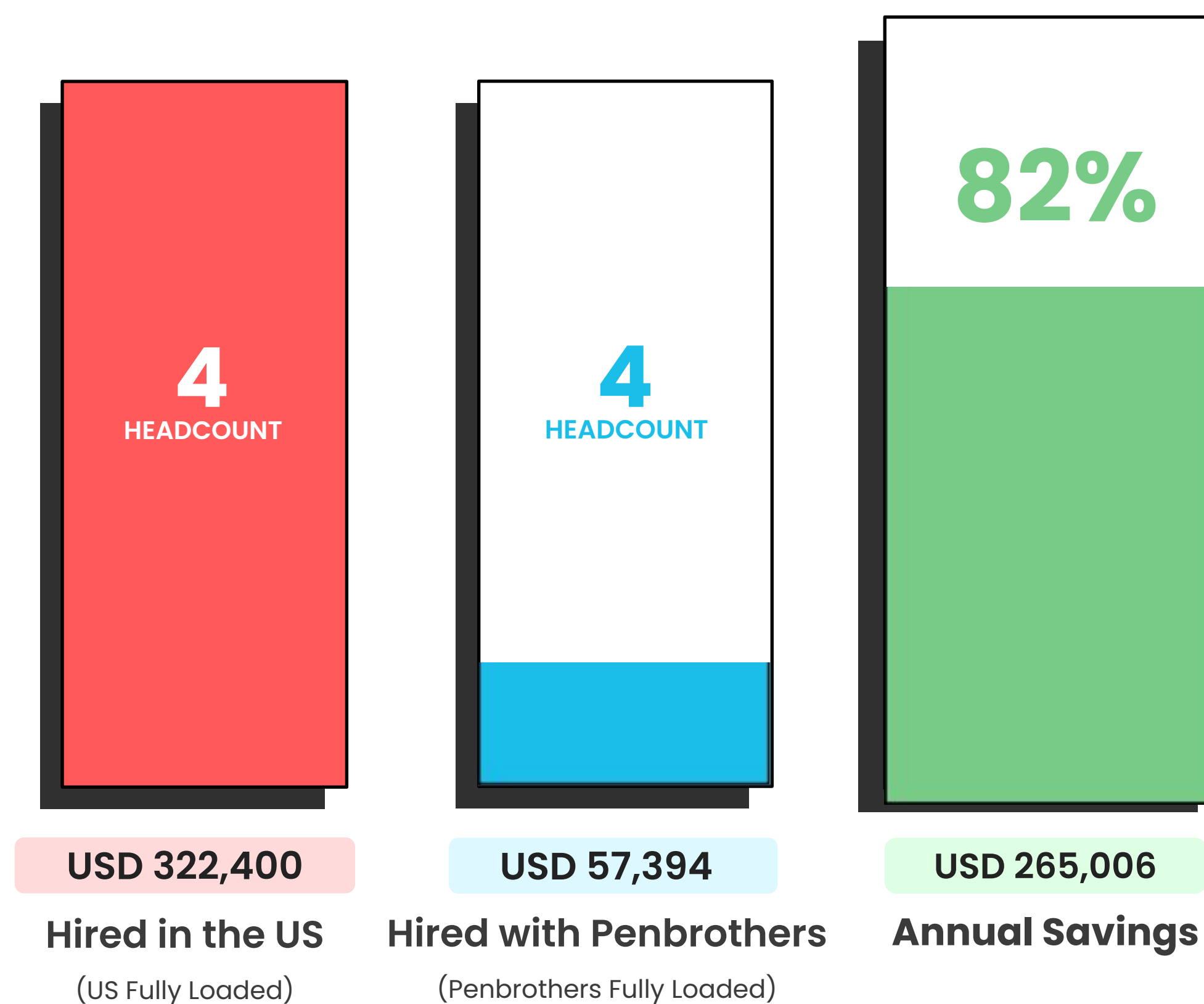


## The Analytics

### Headcount Growth



### 2025 Salary Cost Savings





## 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.

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**Talk to Us**

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