

Unbiased Recruiting & Onboarding in a Hybrid Environment

By Heidi Wassini, Head of TA & EB



Heidi x Vivino



Heidi Background

Communication (education)
Business & Strategy (TelCo PM)
People & Values (TA/EB/P&C)

TA & EB evangelist

Married, twin mum (boys, 4 years old)



Vivino Background

World's largest online wine marketplace

Most downloaded wine app

Democratizing the way we enjoy wine



TA Market background

Unemployment rate in US, UK, DK of
between 2,6-4,6%

Highest number of vacancies in a decade

War for talent is lost, candidates won



TA Challenge:

Hire +100 (+50% growth) with strong DEI Focus

In addition:

- Growing TA team from 0 to 5
- Growing P&C team from 3 to 17
- Going from hiring 0-4 per month to 15-25 per month
- Immature organization
- COVID





Approaches

New Tech & AI

ATS TeamTailor (easy to apply)

TalentHub (measure CaX NPS)

Testing: Ten-Gai, Candidate.ID and others

Remove Bias

No more cover letter, just 3-5 skill-based questions

Possibility for blind recruitment

Cased-based recruitment (Innoflow example)

Ensure the right match

Cultural enrichment, not alignment or fit

Platypus Connect



Onboarding challenge:

From office to fully remote to hybrid

In addition:

- Manual approach (close to zero automation)
- Few processes (and rarely fitted for scale-up organization)
- Turning a physical “swag” experience into a virtual one
- ZOOM fatigue, culture, work environment, etc.





Approaches

Remote & Hybrid office

Global office “allowance” and/or rented private office space (hotels)

Swag sent home regardless of location

Respect health concerns, no rules on office time

Socializing

Virtual coffee dates/buddy system (Donut)

Desk Yogi

Virtual events (escape rooms, drag bingo, etc.)

Still Learning

How to work with culture (also Platypus)

Work/life balance, avoiding fatigue





Thank you

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