

Global

THE JOURNEY TO 85 ENGINEERS: HOW A NEARSHORE IT TEAM TRANSFORMED A START-UP INTO A UNICORN

ABOUT GLOBAL-E

Global-e (NASDAQ: GLBE) is an industry-leading cross-border e-commerce platform that helps retailers sell directly to customers worldwide by offering localized shopping experiences.

The company is remarkable for its rapid growth – in just a decade, it has scaled from a startup to a publicly traded company with a market capitalization of \$9.4 billion.

At the core of its business is Global-e's cutting-edge platform, developed in collaboration with Covent IT.

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BUSINESS CHALLENGES:



The company was growing so quickly that it couldn't add new technical engineers fast enough. In its early stages, Global-e needed an additional 10 engineers within 6–8 weeks.



The client's team wanted to hire skilled professionals from major IT hubs in Eastern Europe.



The company's management wanted to reduce IT team costs to stay on budget.



WHAT WE DID:

2017 - 2018



- Conducted 2 rounds of qualification, defining current challenges, needs, and plans.
- Nailed down the ideal candidate profile and target region for building the nearshoring team: Ukraine.
- Alongside Global-e's Project Manager, we crafted a job description for each required position.

Project initiation: Recruiting

- Arranged the 1st interview during the 1st week of our collaboration.
- Hired the 1st team member—a Team Lead—within 3 weeks.
- Conducted 117 technical interviews for the client.
- Recruited 11 professionals in 8 weeks.
- Achieved an interview-to-hire ratio of 1:11, compared to the tech industry benchmark of 1:13.



HR part / Facilities **B** =

- Provided the team with a dedicated office in an A-class business center.
- Presented each newcomer with a gift box.
- Offered all team members HR perks, including mental health sessions and educational courses.

Legal, Tax, and Payroll

- Handled all legal matters and the registration of new employees.
- Managed taxes, social security, health insurance, pension contributions, and other benefits—saving Global-e approximately 20% in taxes per employee.
- Helped Global-e save around \$45,000 per employee per year simply by taking advantage of the salary differences between Israel and Ukraine.

2018 - 2019



- Hired an additional 14 engineers, to scale up the team.
- During the second year of collaboration, we reached the average TTH (time-to-hire) 7 weeks;



- Interview-to-Hire Ratio decreased to 1:9, saving our customers 1 hour per hire.
- Within 3 weeks after Global-e's request, we replaced an engineer that didn't fit the customer's requirements.

HR part / Facilities

- Added another dedicated office space for the team.
- Arranged 2 corporate events specifically for Global-e's team.

2019 - 2021

The customer was actively preparing to go public.

Covent IT facilitated this process by retaining the current team and replacing employees who had left. In 2021, Global-e successfully went public, completing its IPO on NASDAQ.



WHAT WE DID:





The following year experienced rapid growth.

- Scaled the team by 2.5 times, expanding it to 85 professionals across various specialties;
- Achieved a Time-to-Hire (TTH) rate of 6 weeks;
- The final interview-to-hire ratio was set at 1:7;
- Established an additional nearshoring location for the customer in Eastern Europe.

SUMMARY:

After more than 7 years of collaboration, we're proud to highlight our shared achievements:



- Established two nearshoring teams in Eastern Europe.
- Built a team from 0 to 85 employees.
- Maintained an interview-to-hire ratio of 1:7.
- Achieved a Time-to-Hire (TTH) rate of 6 weeks.



A SPECIAL BONUS 🞁

Dear Reader,

If you've read our success story all the way to the end and have reached this section, you probably belong to one of these groups:

- You're interested in nearshoring and are wondering if it's a
- good fit for your organization.
- You're a competitor trying to decipher the secret of our success.

If you belong to the second group, we genuinely wish you luck 🙂

But if you're interested in learning more about staff augmentation, we invite you to a free consultation with one of our professionals. You'll get answers to all of your questions.

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