

grpcom

Visionnaire helped GRPCOM overcome its IT talent shortage by conducting an agile and accurate hunting process

GRPCOM (Grupo Paranaense de Comunicação or Paranaense Communication Group), the largest media group in Paraná and one of Brazil's largest, faced major challenges hiring specialized IT professionals for roles such as developers, solution architects, and BI analysts.

The shortage of qualified professionals in technologies like React, native iOS, Amazon Web Services (AWS), and technical SEO made recruitment particularly difficult, especially when seeking candidates who also fit the company's culture. This reflected a broader global issue in the tech industry, the high demand and limited supply of IT talent, as confirmed by studies like Indeed's, which highlight IT jobs among the hardest to fill.

To address this, GRPCOM partnered with Visionnaire, a company with extensive experience in technology recruitment and Hunting. Visionnaire took full responsibility for the recruitment process, managing all stages from screening and interviews to the final hiring decision. Using its broad network, advanced tools, and years of expertise, Visionnaire applied a meticulous selection process that assessed both technical qualifications and cultural alignment.

Visionnaire leveraged Applicant Tracking Systems (ATS), Artificial Intelligence, and modern HR methodologies to analyze hundreds of candidates per role, ensuring efficiency, precision, and quality in every stage.

The company also handled negotiations between candidates and GRPCOM, maintaining a focus on speed and reliability.

As a result, GRPCOM successfully overcame its hiring challenges, reducing recruitment time and costs while securing highly skilled, culturally aligned professionals.

The partnership not only improved recruitment efficiency and reduced risk but also established a lasting strategic relationship between GRPCOM and Visionnaire.

With over 29 years of experience in software development and IT services, Visionnaire continues to lead in Hunting and specialized recruitment, connecting organizations to top-tier technology talent through a blend of expertise, innovation, and cultural understanding.