



Visionnaire supported Mastersul in the specialized recruitment of IT professionals

Mastersul Comex, a company specializing in foreign trade, logistics, and customs management, approached Visionnaire in 2020 after the resumption of economic activity generated a backlog of vacancies.

As the market recovered, new hiring needs emerged simultaneously, overloading its generalist HR team, which prioritized operational roles and could not devote sufficient attention to technical vacancies linked to the evolution of internal systems and processes.

The challenge involved finding professionals with specific knowledges. Mastersul also needed to better understand the IT market, validate the competitiveness of the compensation offered, and find candidates suited to profiles that were unfamiliar to its HR team.

Visionnaire proposed taking over the specialized Recruitment and Selection process through Hunting. The solution included a detailed understanding of the vacancies, advertising, active sourcing through different channels and its own professional database, *résumé* screening, preliminary interviews, and, when necessary, technical or behavioral tests.

Candidates would be assessed based on experience, salary expectations, availability, and compatibility with the technical, behavioral, and contractual requirements.

Only profiles considered suitable would be forwarded to Mastersul, accompanied by a summary to support the interview and final decision.

In addition to the selection process, Visionnaire would provide benchmarks on salary practices and technology market conditions, helping the company adjust its offers when necessary.

The service also included replacement if the hired professional did not adapt to the company or vice versa.

The results were faster vacancy fulfillment, higher quality among the candidates presented, a lower operational workload for HR, and reduced risk of unsuitable hires. Mastersul would also gain a more realistic view of the technology market and could keep its internal team focused on foreign-trade-related vacancies and other priority activities. The project strengthened a long-term partnership between the two companies.