VISIONNAIRE

RPC
Specialized Headhunting for Technology Modernization



Visionnaire provided RPC with specialized IT headhunting services to identify and select a senior-level professional

Rede Paranaense de Comunicação (RPC), the largest television network in Paraná and a TV Globo affiliate in the state, faced the challenge of modernizing its digital platforms, particularly a mobile app used to deliver news content and interact with viewers.

The project required a more modern, scalable, and flexible architecture capable of supporting new features, Artificial Intelligence (AI) capabilities, and faster updates.

To make this transformation possible, RPC needed to hire a senior mobile development specialist with experience in React Native, TypeScript, Expo, software architecture, and technical leadership.

However, demanding technical requirements, the need to work on-site in Curitiba, and budget constraints made recruitment difficult.

Against this backdrop, Visionnaire proposed a specialized IT recruitment and selection (headhunting) service.

The solution involved proactive talent sourcing, preliminary interviews, assessments of technical and behavioral competencies, and the presentation of the most suitable candidates. The company would also arrange interviews and oversee the process through to RPC's direct hire of the professional.

The partnership made recruitment faster and more accurate, enabling the hiring of a qualified professional to support the app's modernization. Reported benefits include improvements in performance, security, scalability, and systems integration, as well as new features and AI capabilities.

The initiative thus helped strengthen RPC's capacity for innovation, accelerate its digital transformation, and enhance the viewer experience.

Technologies associated with the project include React Native, TypeScript, Expo, Swift, Kotlin, AWS, Google Cloud, Firebase, PostgreSQL, MongoDB, Git, and CI/CD.

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