

A background image showing two construction workers, a man and a woman, wearing hard hats and safety vests, looking at a tablet together on a construction site.

CASE STUDY

Scaling Workforce Through Partnerships to Meet Commercial Construction Demands

BACKGROUND

A prominent construction company had experienced significant growth in the aftermath of the COVID-19 pandemic. As part of their expansion strategy, the company took on multiple large-scale commercial and ground-up construction projects, increasing their need for highly skilled manpower to oversee these ambitious initiatives. Given the complexity and scale of the projects, the company needed to recruit experienced project managers and superintendents who could juggle multiple projects while managing the unique challenges of commercial construction.

CHALLENGE

Despite the company's rapid expansion, they faced a critical challenge in scaling their workforce with the right talent. The need for experienced PMs and Supers was urgent, and the company struggled to find candidates who were not only capable of handling multiple complex projects simultaneously but also had a deep understanding of the commercial construction industry. The company's HR department found it difficult to attract qualified candidates at scale, which impacted their ability to deliver projects on time and within budget.

SOLUTION

To address this challenge, Cherry Talent Group established a strategic partnership with the company's Owner and HR Director. We took the time to deeply understand the company's culture, operational requirements, and the unique demands of their projects. This insight allowed us to tailor our approach and effectively support their long-term talent acquisition needs.

AT A GLANCE

CTG and a prominent GC partnered to improve hiring scale and workforce efficiency resulting in quality hires and significant cost savings.

RESULTS

59% reduction in recruiting costs



Suman Cherry, CEO



We launched an intensive, 12-month recruiting campaign targeting experienced PMs and Supers across four different locations. The recruiting effort was comprehensive and proactive, employing a team of highly skilled recruiters to target both active and passive candidates. To streamline the process and ensure a steady flow of qualified candidates, we established a structured interview process that facilitated quick decision-making and efficient onboarding.

Key steps in our approach included:

- **In-depth collaboration** with the client to understand company culture, project scope, and specific role requirements.
- **Targeted outreach** to passive candidates to uncover untapped talent pools.
- **Efficient interview scheduling** to reduce candidate drop-off and maintain a consistent pipeline.
- **Customized recruitment strategies** for each location to address regional nuances in the talent market.

RESULTS

The 12-month campaign was highly successful, delivering exceptional results for the company. Cherry Talent Group was able to recruit and hire **4 superintendents and 4 project managers**, all of whom were placed across the company's four key locations. This allowed the company to manage their growing portfolio of large-scale commercial projects without missing a beat.

In addition to fulfilling the hiring needs, our approach resulted in significant cost savings for the company. By partnering with Cherry Talent Group instead of relying on traditional, contingent recruiters, the company achieved **59% in savings** on recruitment costs. This cost-effectiveness, combined with the quality of hires, helped the company optimize its resources and remain competitive in a rapidly evolving industry.



I've loved working with everyone at Cherry Talent Group! Such an amazing group of people who love what they do and are great, compassionate individuals.

Human Resources
Manager



Suman Cherry, CEO