

**"The candidate we sourced was not only a great technical fit, but his values were very much in line with the business"**

From a small business into a recognised global brand, Urban Electric needed a Senior SFCC Technical Resource to join their newly established ecommerce team.

## OBJECTIVES

Since the late 90s Urban Electric have grown from a small company selling niche gaslights to a globally recognised brand retailing an incredibly stylish range of home lighting whilst keeping their bench-made, hand-finished, artisan feel. Amazingly, they had achieved this growth without any eCommerce presence, purely through instore and direct selling, excellent marketing and growing reputation from a quality product portfolio. However inevitably the desire to thrive further and the opportunity that lies within the uncharted waters of eCommerce came knocking.

In early 2021 the decision was made to launch a cutting edge eCommerce store on the sleek SFCC platform to realise/unlock their eCommerce potential. After partnering with a leading SFCC SI for the development of the site, a need for a quality Senior SFCC technical resource arose to take the technical retains of implementation, deliver highly complex functionality and tailor the instance to their needs.



## SOLUTION

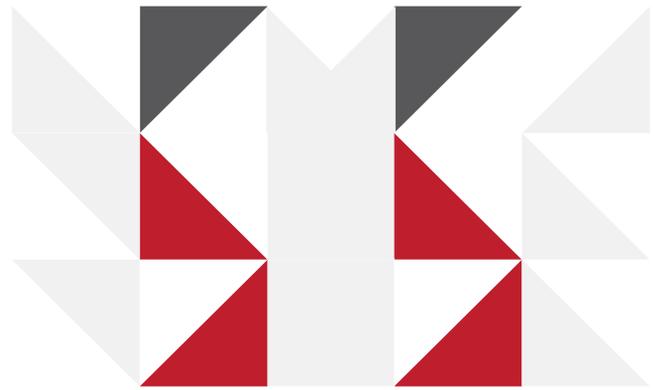
After specialising in the SFCC market for 5 years we were able to reach out to our vast network SFCC technical resources and leverage our existing candidate relationships to reach out to 3-4 senior SFCC developers in the relevant states and were able to source a quality Senior SFCC Developer with extensive experience on both the end user and agency side. The 10+ years' experience with Demandware/SFCC working on gave them deep and wide ranging technical expertise a very much "not my first rodeo" feel to the Urban Electric SFCC situation.

Aside from a technical fit, a cultural fit was equally important as Urban Electric take pride in their mission of having a dynamic, progressive, caring culture and laidback but professional - a mantra to which they are true to their word. The candidate we sourced not only had deep SFCC technical experience making him a great technical fit, but his values were very much in line with Urban Electrics

## AT A GLANCE

### THE CHALLENGE

- The SFCC market is an aggressive, candidate driven, niche market but the real challenge that presented itself here/with Urban Electric was finding a candidate located within the 5 states that they could hire in, with the level of seniority that they were looking for, at the price point assigned.



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## BENEFITS OF URBAN ELECTRIC USING OLIVER PARKS

### 1.

We had already been specialists in SFCC for 5 years, therefore we were able to reach out to our vast network and leverage our candidate relationships immediately, particularly for referrals,

### 2.

Both the candidate and client hit it off from the first interview making them an excellent culture fit too

### 3.

Onboarding and forward support. We don't just stop at placement, we are here for candidate support at every stage of their placement. They were upscaling their CRM system which meant we could provide further support.

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