

Talented ✕ **ATLASSIAN**

A Talented Case Study: Atlassian

Headquartered in Australia, Atlassian produces tech that helps software development teams work together more efficiently and effectively.

The company provides project planning and management software, collaboration tools, and IT help desk solutions such as Confluence, Trello and Jira to thousands of teams worldwide.

Founded in 2002, Atlassian has grown into a 12,000-person company with employees working across 13 countries. It became Australia's first unicorn in 2015 after a valuation of \$4.4 billion. Atlassian is now valued at \$50 billion, continuing its success as a global software leader.



Enterprise



Global



atlassian.com

Background:

As a remote-first 'Team Anywhere' company, Atlassian needs a flexible, global talent strategy. Since 2021, its evolving partnership with Talentful has supported the company through shifting priorities, rapid growth, and increasingly complex hiring demands.

The Challenge: Navigating Hyper-Growth and Market Volatility on a Global Scale

Atlassian's partnership with Talentful began in 2021 with a focused goal: scaling Engineering hiring in the US. Over the four years since—and continuing today—that scope expanded, as growing ambitions brought new, complex hiring challenges:

- ✘ **Rapid Global Expansion:** Supporting explosive growth plans across Tech, Go-to-Market (GTM), and G&A functions, expanding hiring needs across the US, EMEA, and APAC (spanning 10 countries).
- ✘ **Efficiency & Quality:** Reducing critical Time-to-Hire metrics while managing massive application volumes (184,000+) and maintaining a high-quality candidate experience aligned with Atlassian's values.
- ✘ **Extreme Market Adaptation:** Navigating the tech market downturn, which necessitated a strategic, full-scale downsizing of the embedded team, followed by the need for rapid re-activation and scaling when hiring priorities shifted again.
- ✘ **Operational Complexity:** Integrating external support seamlessly within Atlassian's culture, processes, and tooling, including a major Applicant Tracking System (ATS) migration.



The Solution: A Deeply Embedded, Flexible, and Data-Driven Partnership

Talentful deployed its unique embedded RPO model, becoming a true extension of Atlassian's internal team. This went far beyond typical recruitment support, evolving into a strategic, multi-layered partnership:

✓ Scalable, Full-Lifecycle Support

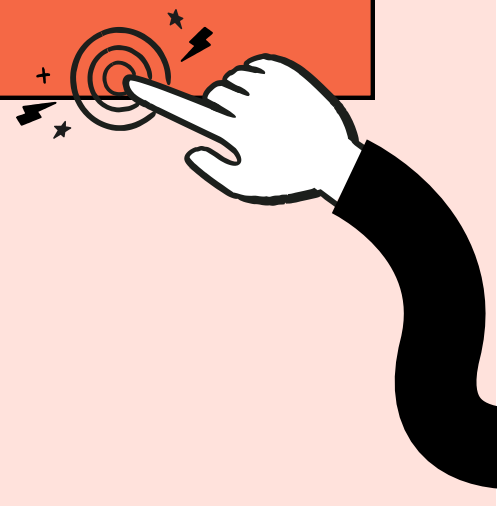
- Grew from five sourcers to a peak of 73 embedded consultants providing full-cycle recruitment, sourcing, coordination, and operational support across 10 unique teams globally.

✓ Unmatched Flexibility & Agility

- Talentful's flexible solution provided the platform for Atlassian to downsize from 73 to 0 during a market downturn and quickly scaling back to 48 consultants across 10 countries by early 2025 to meet Atlassian's needs.
- To address a critical go-to-market hiring surge, Talentful redeployed 70% of its R&D team for immediate impact.

✓ A Proactive & Bespoke Solution

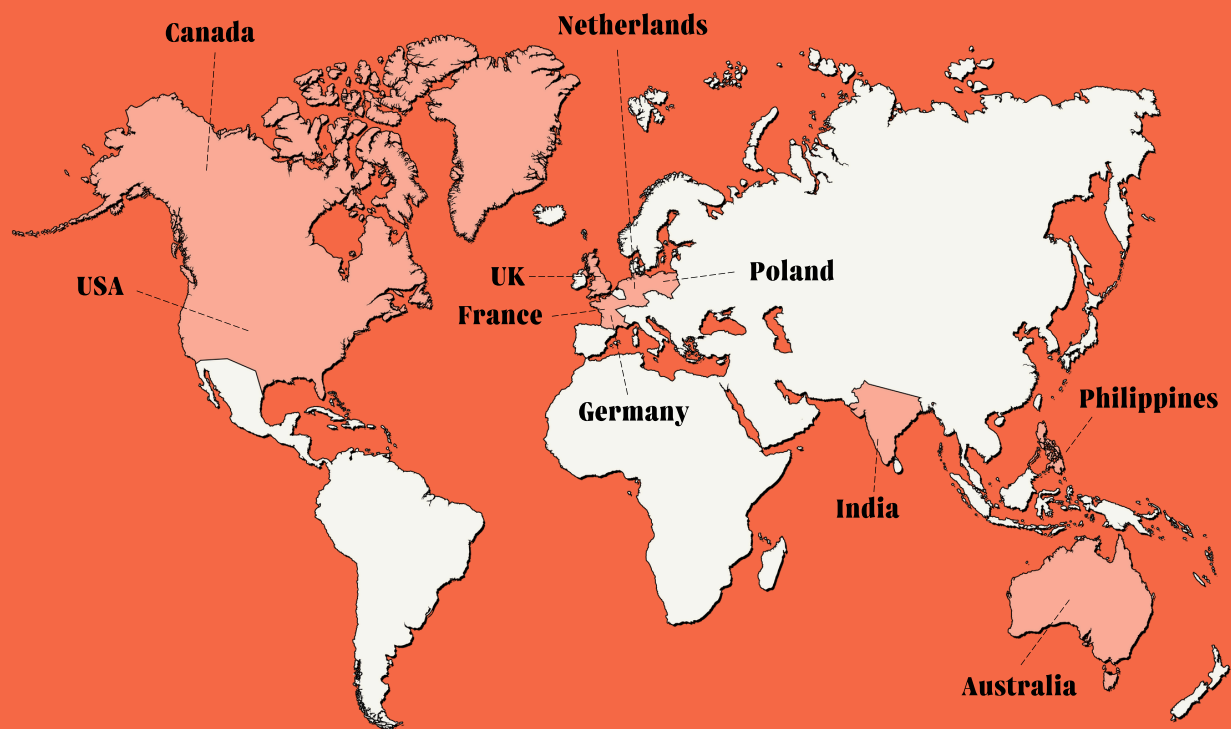
- Launched an Inbound Applications Team that managed 184,537+ applications to date, reduced final-stage time from 12 to 6 days, and improved candidate experience through consistent, high-quality interactions aligned with Atlassian's brand values.
- Initiated a "Bull Pen" Team for out-of-office coverage to ensure continuous candidate management.
- Provided expertise during Atlassian's ATS migration from Lever to iCIMS, focusing on workflows and best practices.



...The Solution: continued

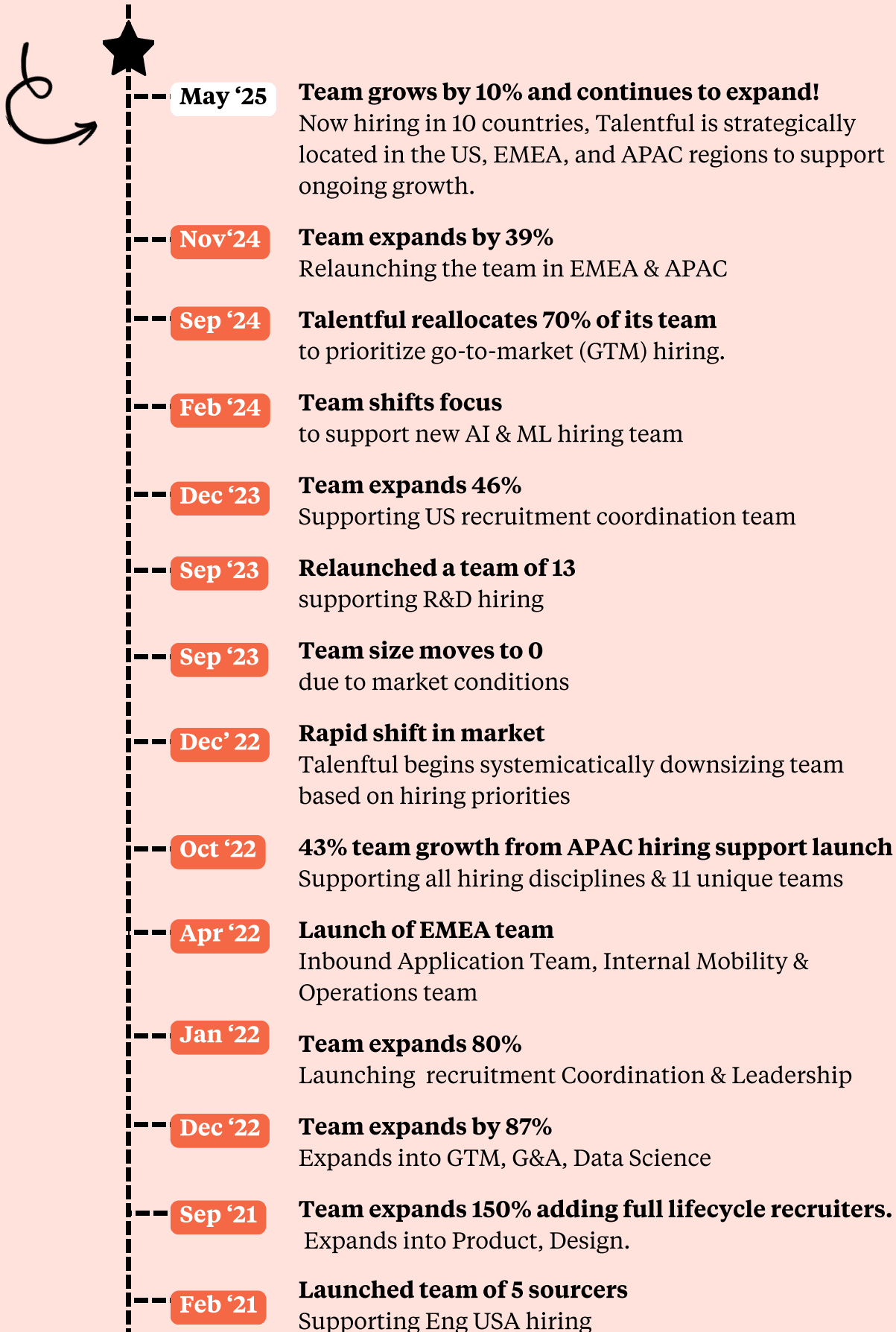
✓ Embedded Global Leadership

- Talentful's Talent Operations Lead successfully manages a combined team, enhancing global consistency and process improvement.
- A standardized data tracker was implemented to monitor operational metrics, improving decision-making.
- Expansion into new markets such as Poland, was facilitated with insights and localized hiring strategies across 10 countries:



Talentful

Atlassian x Talentful: Adapting to Evolving Business Needs



The Results: Resilience, Efficiency & Impact

With Talentful's deeply embedded and adaptable approach, we cultivated a robust partnership with Atlassian. This seamless integration and agility secured a consistent client satisfaction score of 9/10.

Since 2021, through periods of extreme growth and contraction, to date:

- The embedded consulting team scaled dynamically from five to 73 (and back to 48) to meet fluctuating demands.
- 184,537+ inbound applications were reviewed.
- 28,227 interviews were scheduled.
- 939 hires were made across Tech, Product, Design, G&A, and GTM.
- Core Engineering Time-to-Hire was drastically cut from 78 to 38 days.
- Candidate Time in Final Stage shortened from 12 to 6 days.
- Supported 134 internal mobility hires.
- Maintained an 87% Talentful consultant retention rate.
- Thanks to strong performance and consistently high satisfaction, Talentful's scope grew from supporting North America to hiring across EMEA and APAC—ultimately covering 10 countries.



939

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38 days

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9/10

Client satisfaction score



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Interviews were scheduled



134

134 internal mobility hires supported

Key Takeaways: Why Talentful?

The Atlassian partnership showcases Talentful's ability to deliver exceptional value through:

- Our deep, embedded partnership builds genuine trust and drives strategic alignment.
- Unmatched scalability and flexibility enable clients to navigate hyper-growth, market shifts, and strategic pivots.
- We expertly manage complex global hiring across diverse international markets.
- Our data-driven processes deliver transparent and continuously improving recruitment outcomes.
- Dependable, strategic support ensures operational stability and client success through market volatility.

“ Our partnership with Talentful has been a great experience. The quality of support provided by the team has been the highest I have had the pleasure of receiving in my career. As well as recruiting top talent, Talentful's experts have helped our team focus our recruiting efforts to meet our increasing hiring needs. They have an eye for the things that really matter within talent acquisition, including DEI, quality of hires and data. ”

Jessica Cummings,
Head of Talent Acquisition,
▲ ATlassian

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Help Your Business**

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