

As the first talent acquisition person hired to set-up Prudential's technology hub in India, Pavan leveraged HackerRank to screen thousands of candidates and scale the tech hub from zero to 100 employees.

But Pavan doesn't just use HackerRank to hire candidates that check off a list of hiring requirements, he aligns his hiring teams around finding developers that are "future-ready" and have the ability to adapt to constantly changing tech job requirements.



*"One word to define our relationship with HackerRank: rewarding. It has been extremely rewarding."*

Pavan Desiraju, Head of HR at India Technology Hub of Prudential Corp. Asia

## The Challenge: Scaling From 0 to 100 Hires at the Start of the Pandemic

In May 2020, Prudential wanted to set-up a technology hub in India, and they turned to Pavan to lead their talent acquisition efforts. With the world locked down because of the COVID-19 pandemic, Pavan knew that he wouldn't be able to rely on traditional tech hiring methods to scale the team from zero to one hundred hires.

Furthermore, with a small team, it simply wasn't possible for his team to sort through thousands of applications and interview hundreds of people. That's when he leveraged HackerRank to scale his hiring efforts.

## The Solution: Leveraging HackerRank to Scale Hiring

*"With four to five people trying to scale a one-hundred person organization, there is no way that we could have interviewed hundreds of people. So, we had to have an intelligent solution, like HackerRank, that enabled us to screen through 1000s of CVs that were coming our way...Whether it was candidate experience, whether it was conversion, whether it was unlimited manpower, or trying to scale an organization, HackerRank really helped us."*

-Pavan Desiraju

*"I really enjoy how HackerRank is extremely open to feedback...and customer centric. You want to deliver the right kind of experience."  
-Pavan Desiraju*

## The Future: Hiring “Future-Ready” Talent

Pavan understands that the requirements of dev teams are constantly changing, so instead of just looking for candidates with raw skills, he prioritizes finding people that have the potential to adapt and learn new skills. He refers to this approach as finding talent that is “future-ready,” and he works with hiring teams to ensure these traits are accounted for in job descriptions.

In fact, Pavan said it best when he refers to developing and investing in internal talent. *"I'm in the journey of making my own bosses,"* stated Pavan.

## About Prudential Corporation Asia

Prudential has been providing familiar, trusted financial security to people for almost 100 years. Today, headquartered in Hong Kong and London, they are ranked top three in 11 Asian markets with more than 19 million customers, 530,000 agents and access to over 27,000 bank branches in the region.

At the core of what they DO is people. They are committed to making a positive impact on their customers, their employees and their communities by delivering the best savings, health and protection solutions to people so they can get the most out of life.

### Join the Movement: Become a Skills-Based Organization

When companies implement a skills-based approach to hiring and workforce planning, they'll make better hiring decisions and see higher retention rates. Learn how companies like Prudential leverage HackerRank to let skills speak louder than words, by scheduling a demo today.

[Request a Demo](#)