

Case Study: Satellite Shelters - A Strategic Recruiting Partnership with Risus Talent Partners

1. Executive Snapshot

Outcome

Filled 13 critical sales, operations, and branch leadership roles during rapid national growth while preserving culture and accelerating new-hire productivity.

The Challenge

During a period of significant national expansion, Satellite needed experienced Operations Managers, Sales Representatives, and Branch Managers across multiple locations. While the company had a strong internal HR team, the volume, urgency, and seniority of open roles created strain — especially because the best candidates were often not actively job-seeking.

The Solution

Satellite chose Risus Talent Partners to help them access a broader, modular-adjacent talent network and run parallel management-level searches nationwide, while internal HR remained focused on onboarding, mentoring, and enabling the company's growth initiatives.

The Result

Roles were filled with candidates who had the right skills *and* culture fit, enabling rapid onboarding and productivity often within the first one to two weeks.

2. Client Snapshot

- **Client:** Satellite Shelters
- **Industry:** Modular dealer
- **Growth Stage:** Rapid expansion of new and existing branches
- **Geographic Scope:** Nationwide
- **Internal TA Team at Time of Engagement:** 2 HR professionals
- **Hiring Focus at Time of Engagement:**
 - Operations Managers
 - Sales Representatives
 - Branch Managers
- **Hiring Priority:** Candidates with direct or adjacent industry experience and strong cultural alignment

3. Why a Recruiting Partner?

Satellite's decision to bring in a recruiting partner was not driven by a lack of internal capability but by the need to **expand reach without sacrificing quality**.

While Satellite had a strong and experienced internal Human Resources team and highly engaged managers who actively promoted job openings, the reality was capacity. With only two HR professionals supporting a growing organization, running multiple management-level searches in parallel became increasingly difficult.

More importantly, Satellite recognized a critical limitation of traditional recruiting approaches:

"Many times, the best candidates are not actively engaged in a job search."

To ensure access to the **best available talent** not just the most available, Satellite needed a partner capable of engaging passive candidates, assessing both skill and culture fit, and identifying individuals positioned to grow within the organization.

4. What Was Happening in the Business?

At the time Satellite engaged Risus, the company was experiencing significant growth that created a **high volume of critical vacancies requiring immediate attention**.

Open management roles in Operations, Sales, and Branch Leadership were directly tied to business performance. These were not roles that could be filled quickly with generalist candidates; success required individuals with **direct or adjacent industry experience** who could step in, adapt quickly, and lead teams effectively.

Leaving these roles open too long risked slowing momentum and pulling leadership attention away from running the business.

5. Why Risus Was Chosen

Satellite initially approached the partnership with healthy skepticism:

“Honestly, we were skeptical at first. How could one company possibly keep delivering so many outstanding candidates with the skills and culture fit we were looking for — and do it nationwide?”

Risus earned trust by doing exactly that.

What differentiated Risus was not just volume, but **consistency**, repeatedly delivering candidates who met Satellite’s technical requirements, aligned with its core values, and were prepared to succeed in a fast-growing environment.

Risus demonstrated the ability to recruit nationally while maintaining a deep understanding of the modular and adjacent industries, something generalist agencies had struggled to do.

6. What Risus Did

Risus operated as an extension of Satellite’s internal team, not a transactional vendor.

- Focused specifically on **management-level recruiting**, allowing internal HR to prioritize onboarding and development
- Leveraged a broad, passive-candidate network to surface talent Satellite would not have accessed on its own
- Delivered candidates with both **industry experience and culture alignment**
- Supported hiring nationwide while maintaining consistent quality standards
- Enabled the hiring team to shift time from sourcing to **mentoring and integration**

7. Results & Business Impact

The partnership delivered both immediate and downstream benefits.

Hiring Outcomes

- 13 management-level roles filled during the first year
- Consistent delivery of high-quality candidates across multiple functions and locations

Operational Impact

- Hiring managers were able to focus on onboarding and mentoring rather than sourcing
- New hires acclimated quickly to the *Satellite Way*
- Many hires were **productive within one to two weeks**

Strategic Impact

- Access to talent that may not have been reachable through internal efforts alone
- Reduced risk of mis-hires by prioritizing culture fit alongside skill
- Sustained growth without overwhelming internal HR capacity

8. The Partnership Going Forward

Satellite continues to prioritize internal recruiting whenever possible. However, the value of the partnership with Risus is clear:

“We will continue to partner with Risus on all our management-level positions.”

Risus has become a trusted extension of Satellite’s talent strategy — instrumental in finding quality candidates quickly who align with Satellite’s core values, possess the right skills, and are ready to contribute to a growing organization.