

hey



Empowering a scale-up to bring an
ambitious product roadmap to life



How we empowered a scale-up to bring an ambitious product roadmap to life

Heycar wants to change the way customers find and buy their next car. The online car marketplace is driving \$50m worth of car sales to its dealer partners each month, after one year of trading by digitizing the end-to-end buyers journey. The Volkswagen and Daimler backed business does this by explicitly focusing on vehicle, dealer and service quality with more than 420,000 cars listed on the site. Their heavily user-centric decision-making and investments in applying cutting-edge technologies make them a leader in their space.

Challenge

In March 2019, heycar's growth and its digital initiatives exceeded the capabilities of the internal development teams. Even at their Berlin location, it was hard to find suitable talent and almost impossible to get them to start working in the required timeframes. Therefore, they searched for a long term strategic partner to regularly supply them with agile talent along different disciplines.

The respective projects ranged from backend development over exploratory research to product management. Due to the freelancers' intended deep integration in heycar's project teams, the top priority besides professional excellence was to ensure a perfect team and cultural fit.

Process

Match initiated a detailed briefing with one of its Engineering Manager at Heycar site, in order to scope their team dynamic and needs and to create tailored profiles for their requirements. We consulted their CTO in order to understand their business needs, and define what talent was required to achieve this.

Next, Match leveraged our Elite network to source suitable Berlin based talent, that fit the client's need. Over the course of a year, over 23 Match Elites were then quickly distributed & integrated into their respective teams, performing sprints for new features and improving the existing Hey Car platform.

Key results

Match has since helped heycar staff over 34 positions in various development teams ranging from individual software engineers to standalone product teams. Today, Match is heycar's strategic partner in bridging and filling resource gaps, covering roles such as Product Managers, UI and UX Designers, User Researchers or Frontend, Backend and DevOps Engineers.

Driving this close and valued partnership is Match's ability to deliver and staff high-quality tech talent with a great team fit at fast speed. Match is proud to look back on such an intense and successful cooperation and to have gained a trusted position in the talent management for the internationally operating heycar group.

RAMP-UP	DURATION	TEAM SIZE	LOCATION	ROLES COVERED
2 weeks	Ongoing Partnership	34 people	Berlin	Product Manager Senior Backend, Frontend and Mobile Engineers DevOps Engineers UI/UX Designer, User Researcher

