

MassTLC: Acqui-Hiring: The Art of Growing Your Team by Acquisition

WALTHAM, MA

Acqui-hiring has become increasingly common practice in the tech sector. Facebook, Twitter, Yahoo! and Google are all well known for using this form of “talent acquisition” to meet talent demands. But it’s not just a West Coast phenomenon. In Massachusetts, where competition for engineering talent is especially stiff, more and more companies are using the process of acquiring a company to recruit its employees as part of their growth strategy.

Take Dyn. It began as a scrappy dorm room startup and has rapidly grown to an industry leader in improving internet performance. To do this, they’ve needed to grow extremely fast. Part of their growth strategy has been the acquisition of 11 companies, many which were purchased to acquire the talent they needed to scale.

On Friday, May 29, we'll sit down with Joe Raczka, VP Corporate Development and Kyle York, CMO of Dyn for a candid conversation about how they have used the process of acqui-hiring to grow their workforce and their company.

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