



## Case Study

- ❖ **A midsize digital advertising firm seeks to improve internal software development capabilities as well as establish technology product strategy to drive growth of the firm.**

Client: A digital advertising company

Industry: Advertising

Talented Solutions: -Fractional CTO Strategy  
-Targeted Talent Acquisition

**The Opportunity:** This service based organization sought to create a customer facing SaaS product to grow the company and maintain the company.

**The Response:** People Driven Solutions brought in a Fractional CTO to support the needs of the organization, establish best practices in software development, and develop a technology strategy.

People Driven Solutions utilized their Targeted Talent Acquisition division to help select additional talent for their software development team. Moreover, coaching of existing technology talent was also provided.

**The Result:** The client was able to get a handle on their technology strategy, a better understanding of product development and was able to realize the substantial gains from their existing software resources. The addition of key talent to their organization has been impactful. People Driven Solutions continues to be a trusted advisor and a partner in helping them reach their technology initiatives.