



New York City, NY 10013

Strategic Expansion and Integration: Candy Digital's Engineering Growth in São Paulo with SatoriQ's Expertise

Introduction

Candy Digital, a leader in the web3 blockchain and NFT arena, embarked on a strategic initiative to enhance its engineering capabilities by establishing a team in Brazil. This venture, supported by SatoriQ's comprehensive international hiring, onboarding, and HR support services, aimed to augment Candy Digital's US engineering efforts with six highly skilled senior engineers. The focus was on talent acquisition and ensuring these new team members were fully integrated into Candy Digital's culture and workflows, with SatoriQ providing ongoing support for payroll and international compliance.

Objective

The primary goal was to seamlessly recruit and onboard six engineers in São Paulo, aligning them with Candy Digital's technological goals and company culture. This move was designed to scale the company's platform development capabilities and solidify its position in the digital collectibles market, leveraging SatoriQ's expertise in navigating the complexities of international employment and compliance.

Strategy and Implementation

Talent Acquisition and Technological Focus: Identifying and recruiting top-tier talent in the competitive São Paulo market required a nuanced approach. SatoriQ's strategy involved deep market research and targeted outreach to find engineers with the requisite skills in Go, React.js, AWS, Kafka, and Polygon blockchain who were fluent in English and had experience at scale within the web3 domain.

Comprehensive Onboarding and HR Support: SatoriQ implemented a robust onboarding program tailored to the needs of the São Paulo team, focusing on:

- **Cross-Cultural Integration:** Workshops and activities designed to align the São Paulo team with Candy Digital's US-based teams, fostering a unified company culture.
- **Technical Onboarding:** Ensuring the new team members were thoroughly versed in Candy Digital's technology stack and project methodologies.
- **HR and Payroll Support:** SatoriQ provided ongoing HR support, managing payroll benefits and ensuring compliance with Brazilian employment laws and regulations, relieving Candy Digital of the administrative burden of international laws.

Continuous Integration and Support: The strategic choice of Brazil, considering the compatibility of the time zone with the US, facilitated effective collaboration. Satoriq's role extended beyond initial onboarding, offering continuous support to ensure the São Paulo team's smooth integration into Candy Digital's global operations.

Results

Impact and Efficiency: The São Paulo team's integration resulted in a 40% increase in feature delivery rate, significantly boosting Candy Digital's engineering output. The financial strategy behind choosing São Paulo yielded considerable cost savings, with hiring senior to staff level engineers in Brazil being substantially lower than in the US, without compromising talent quality.

Satoriq's Role in Talent Strategy and Compliance: Satoriq's expertise was pivotal in laying down a successful talent strategy in Brazil, effectively tapping into the candidate market, and providing ongoing onboarding and HR support. This ensured not only the smooth assimilation of the São Paulo team into Candy Digital's operations but also compliance with international employment laws, showcasing Satoriq's comprehensive capabilities in international expansion.

Testimonials and Future Plans

- **Employee Testimonial:** "Joining Candy Digital has been a game-changer. The support from Satoriq made the transition seamless, and I feel fully integrated into the global team," a São Paulo engineer shared.
- **Leadership Reflection:** "Satoriq's expertise in international hiring and compliance has been invaluable. Their support has allowed us to focus on innovation while knowing the São Paulo team is well-integrated and compliant," stated Candy Digital's CTO.

Encouraged by the success in Brazil, Candy Digital plans to continue this growth trajectory, exploring further international expansions with Satoriq's support to build a diverse, innovative workforce.

Conclusion

Candy Digital's strategic expansion into São Paulo, facilitated by Satoriq's end-to-end international hiring and onboarding capabilities, has enhanced the company's engineering prowess and established a model for future international growth. This partnership has demonstrated the effectiveness of a well-executed talent strategy, supported by expert HR and compliance services, in driving technological innovation and market leadership in digital collectibles.

Let's Talk:

For a personalized consultation or to learn more about how we can support your recruitment goals, reach out to us at info@satoriq.com. Our team is ready to partner with you to elevate your talent acquisition process and achieve your strategic objectives.

Together, let's build your future success story.