



Rebuilt the seat, not the shortlist.



FinTalent



THE TURNING POINT

What Made the Difference:

The brief asked for a finished broker, and their own ads had already proved that person was not answering.

So the role was rebuilt before it went back out.

The Goal:

Someone who would actually work the AI stack the business runs on, at whatever stage of their career.

THE CHALLENGE

28Watt's personal loans were all being written by a co-founder.

They'd Already Tried:

- ✗ *Five months trying to hire it themselves.*
- ✗ *One ad, LinkedIn only, wrong market.*
- ✗ *More budget, one more applicant.*

"So we're like, maybe it's just cheaper to chat to Joe." — Jake Havey, Co-founder.



Phase 1

16 March: *Two roles engaged.*



Phase 2

18 June: *The seat reopens. The brief is rebuilt.*



Phase 3

20 July: *Three presented, side by side.*



Phase 4

21 July: *Offer the same day. Started 3 August.*

THE FINTALENT APPROACH

1. Read the Ad, Not the Brief

Their own advertising had already answered the question.

The person the brief described was not applying. That is data, not bad luck.

2. Rebuilt the Role First

Two ads were written. The one used opened the seat across experience levels, from earlier in a finance career through to fully accredited, with a real pathway between them.

3. Screened for the Stack

The business runs on an AI stack. That was named as a requirement and tested for, not assumed.

4. Made Them Choose

Three candidates side by side on one call, before anyone interviewed. Two interviewed the next day, offer that afternoon.



"A young and hungry tech savvy person, or at least willing to learn.

We can teach them all this stuff."

METRICS THAT MATTER

15 Applications, one search

7 Interviewed by FinTalent

3 Presented to the founders

13 Days, first email to contract

THE PROOF

"I've got a good grasp of the business and my role now. I'm not as hesitant anymore."

— The placed broker, four weeks in.

Immediate Impact:

In week four he held the desk on his own for most of a day, reviewed and processed seven new applications, and kept the installers and the customers updated while a founder was out.

The seat had been open since June. It was filled thirteen days after his first email.

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