

# A Continuous Hiring Engine, Built for Scale.

53 SDRs. 6 Waves. 8 Weeks. 83% Lower Cost-Per-Hire.

High-growth FinTech sales hiring doesn't need more recruiters. It needs a system. When a six-time Inc. 5000 consumer FinTech platform needed to scale its remote SDR force across six concurrent hiring waves, MOGEL deployed its Continuous Pipeline Architecture™ to deliver 53 qualified hires in eight weeks at 83% lower cost than their prior approach. Here is how the system worked.

<b>53</b>	<b>6</b>	<b>8 Wks</b>	<b>83%</b>
SDR Hires Completed	Hiring Waves Executed	Full Engagement Duration	Cost-Per-Hire Reduction

## CLIENT BACKGROUND

Our client is a six-time Inc. 5000 honoree and one of the nation's leading consumer FinTech platforms, a technology-enabled financial wellness company operating at the intersection of credit management, AI-assisted dispute resolution, and subscription-based financial services. With a revenue profile in the \$100M–\$250M range and private equity backing, the company operates in a performance-driven environment where sales velocity directly determines ARR growth.

Their go-to-market model is built on a high-volume, remote US-based sales force. Every SDR hired is a direct input to revenue. Every week a seat sits empty is measurable lost pipeline. When the company decided to aggressively scale its sales team, they needed more than a recruiting partner. They needed a structured hiring system capable of operating at the same speed and intelligence level as the business itself.

## THE CHALLENGE

The engagement required not just high-volume recruiting, but a structured hiring system capable of sustaining throughput across six concurrent hiring waves without degrading quality or compressing compliance standards. Four pressures had to be managed simultaneously:

<b>Speed</b>	Leadership needed pipeline-ready SDRs on an 8-week ramp cycle. Every day of delay extended time-to-revenue. The system had to move fast without creating the quality shortcuts that typically accompany urgency.
<b>Volume</b>	Six hiring waves required continuous, self-sustaining pipeline generation, not a one-time sourcing sprint. The recruiting infrastructure had to be designed for throughput from the start, with each wave pre-staged before the prior one closed.
<b>Quality</b>	SDRs in consumer FinTech operate in a regulated, trust-sensitive environment. Candidates needed the communication skills, financial services literacy, and resilience profile to convert and retain customers on a subscription model. Volume could not come at the expense of caliber.

## Compliance

The role required candidates who understood the regulatory context of consumer credit and financial wellness. High-energy closers were not enough. The client needed professionals who could represent the brand with integrity inside a supervised financial services environment.

## THE MOGEL APPROACH: SYSTEM FIRST, EXECUTION SECOND

MOGEL deployed its Scale/Ramp Model, integrating directly into the client's hiring workflow as a structured operating layer. Before a single candidate was sourced, the engagement architecture was designed: pipeline staging logic, wave sequencing, sourcing channel calibration, and quality thresholds. The execution that followed was the output of that system, not a replacement for it.

AI-Driven Sourcing & Pipeline Intelligence	Human-Led Screening & Evaluation	Continuous Pipeline Architecture™
MOGEL's AI-enabled sourcing deployed across passive SDR talent pools, FinTech-adjacent sales networks, and remote-ready candidate communities. Real-time pipeline data tracked conversion rates at each stage, allowing daily recalibration of sourcing channels to maintain consistent candidate flow. Bottlenecks were identified before they became delays.	Experienced MOGEL recruiters, industry specialists and not algorithms, owned every candidate interaction. Structured competency screening assessed communication quality, financial services literacy, and resilience profile. Shortlists were conversion-focused and calibrated to the client's exact hiring bar, wave by wave.	Six waves required a recruiting infrastructure built for sustained throughput, not one-time delivery. MOGEL designed the engagement cadence, pipeline staging, and reporting rhythm so each wave launched on schedule with fully vetted candidates pre-positioned. No wave started from zero.

## HOW AI + SYSTEM EXECUTION DROVE RESULTS

The difference between filling roles and running a hiring system is visibility, control, and the ability to adapt in real time without losing momentum. MOGEL's AI-enabled infrastructure made all three possible simultaneously across six hiring waves.

### Pipeline Intelligence: What the System Tracked in Real Time

- Candidate flow rates by sourcing channel, allowing MOGEL to identify which channels were converting and shift volume toward them before any wave fell behind pace.
- Stage-by-stage conversion data, giving both MOGEL and client leadership a clear view of where candidates were moving, stalling, or dropping out, and why.
- Quality-to-volume ratio by wave, ensuring that pipeline acceleration never came at the expense of the candidate caliber the client's compliance environment required.
- Offer-to-start tracking across all six waves, enabling ramp alignment down to the day and eliminating the gap between offer acceptance and first-day readiness.

This level of pipeline visibility changed how decisions got made. Rather than reacting to hiring gaps after they appeared, MOGEL and the client operated from a shared, real-time view of where the engagement stood at every point in the cycle. Sourcing strategy was adjusted weekly. Screening

bandwidth was scaled to match wave demand. Candidate staging was managed as a forward-looking pipeline, not a backward-looking report.

The result was an engagement that delivered consistently across six waves because it was designed to, not because the team worked harder at the end of each cycle to catch up.

## THE CONTINUOUS PIPELINE ARCHITECTURE™: WHY IT MATTERS

Most recruiting firms are built for individual searches. MOGEL is built for operating scale. The Continuous Pipeline Architecture™ is the structural difference between a recruiting engagement and a hiring system, and it is what separated this engagement from anything the client had previously attempted with traditional staffing partners.

Rather than treating each hiring wave as a discrete project, MOGEL designed and maintained a live, staged pipeline throughout the entire engagement. Sourcing, screening, and candidate staging ran in parallel so that each successive wave launched without the ramp-up delays that typically kill momentum in high-volume sales hiring. The pipeline was never rebuilt. It was sustained.

### Engagement Execution at a Glance

Wave 1	Wave 2	Wave 3	Wave 4	Wave 5	Wave 6
8–9 hires	8–9 hires	9 hires	8–9 hires	9 hires	8–9 hires

## INDUSTRY INSIGHT: THE JOB BRIEF IS A RETENTION VARIABLE

One of the most consistent and underreported drivers of early SDR attrition in high-growth FinTech is not candidate quality. It is job brief accuracy. When the role candidates are recruited for differs materially from the role they actually perform, attrition follows. Not because the recruiter failed. Not because the candidate was wrong. But because the contract between employer and employee was built on incomplete information.

This is not a recruiting problem. It is a business alignment problem. And it is one MOGEL systematically addresses through pre-engagement job brief validation, stress-testing role descriptions against actual day-in-the-life realities before a single candidate enters the pipeline.

**The MOGEL Job Brief Standard**

- Inbound vs. outbound call ratio, verified, not assumed
- Compensation structure, base, variable, OTE, confirmed against actual payroll data
- Benefits accuracy, validated before any offer conversation
- Technology and tools, what the SDR actually uses on day one
- Performance expectations, ramp benchmarks, quota structure, review cadence

Recruiting delivers candidates. Job brief accuracy determines whether they stay.

## RESULTS

---

Across eight weeks and six hiring waves, MOGEL's Continuous Pipeline Architecture™ delivered 53 remote US-based SDRs against the client's ramp targets, with zero wave delays attributable to pipeline failure or candidate shortfall.

**53 Hires Across 6 Waves.** Full mandate delivered across six sequential hiring waves over eight weeks. Pipeline staging ensured each wave launched on schedule with pre-vetted candidates ready to enter onboarding without delay.

**83% Reduction in Cost-Per-Hire.** The Scale/Ramp Model delivered the same caliber of talent at 83% lower cost than the client's prior approach using traditional contingency and retained search partners, freeing capital directly back into headcount and growth.

**8-Week Ramp Alignment.** Every placed SDR entered onboarding on the client's target 8-week ramp schedule. Real-time pipeline data ensured no gaps between waves and no compression of the ramp window.

**Real-Time Pipeline Visibility.** Client leadership had continuous visibility into hiring progress across all six waves, including sourcing conversion rates, candidate stage distribution, and time-to-fill projections, enabling confident workforce planning rather than reactive decision-making.

**Job Brief Validation Institutionalized.** MOGEL's pre-engagement job brief validation process became standard practice on all subsequent FinTech sales engagements, eliminating the misalignment between recruited role and lived role before it can become an attrition variable.

## BY THE NUMBERS

---

<b>53</b>	<b>6</b>	<b>8</b>	<b>83%</b>	<b>100%</b>	<b>16</b>
Total SDR Hires	Hiring Waves	Weeks to Complete	Cost-Per-Hire Savings	Wave Delivery Rate	Avg. Days to Fill

## THE MODERN LENS: HOW THIS ENGAGEMENT RUNS TODAY

---

This engagement was built on the same core principles that define every MOGEL deployment: AI-enabled sourcing, human-led evaluation, and a structured pipeline architecture designed for throughput. What has evolved is the depth of intelligence layered into each of those components.

### If This Engagement Ran Today, the System Would Also Include:

- Predictive capacity modeling that forecasts hiring demand by wave before sourcing begins, allowing the client to see hiring outcomes three to four weeks ahead of each launch date rather than managing to a rolling target.
- Automated candidate engagement workflows that maintain pipeline warmth across all active waves simultaneously, reducing candidate drop-off between screening and offer without adding recruiter bandwidth.
- Real-time pipeline dashboards shared directly with client stakeholders, giving sales leadership and finance the same live view of hiring progress that MOGEL's internal team operates from.

- AI-assisted job brief analysis that flags role description gaps, compensation misalignments, and expectation inaccuracies before the first candidate interaction, further tightening the retention loop.

The outcome metrics from this engagement, 53 hires, six waves, eight weeks, 83% cost reduction, were not the ceiling of what the system can deliver. They were the baseline. Every MOGEL engagement is designed to get faster, more precise, and more predictable over time. That is what an operating system does.

## WHY MOGEL FOR FINTECH SALES HIRING

---

High-growth FinTech companies do not have a talent shortage. They have a talent acquisition infrastructure problem. The volume, speed, and compliance sensitivity of FinTech sales hiring demands a recruiting model that most firms were not built to deliver.

- Continuous Pipeline Architecture™ that sustains throughput across multi-wave, high-volume engagements without rebuilding the sourcing engine for each cycle.
- AI-driven sourcing intelligence with real-time pipeline visibility, giving client leadership a live view of hiring progress, conversion rates, and time-to-fill projections across every active wave.
- Human-led evaluation by industry specialists who assess the full candidate profile for communication quality, resilience, and financial services literacy, the attributes that determine whether an SDR converts and retains.
- Job brief validation standard that eliminates the misalignment between recruited role and lived role before it becomes an attrition variable.
- Performance-aligned pricing at 83% lower cost than traditional contingency or retained search, structured around your volume, urgency, and role complexity.

**Ready to build a hiring engine for your sales team?**

See how MOGEL's Continuous Pipeline Architecture™ delivers predictable, scalable SDR hiring.

**mogelrpo.com**

hello@mogelrpo.com  
480.386.0318 | Scottsdale, AZ