

How Mindshare Scales Data Teams to Serve the World's Largest Advertisers

Mindshare, the global media agency network and a part of WPP, is the maker of Synapse, a flagship product that ingests marketing data from advertisers and provides predictive simulations showing how marketing spend will drive customer behaviors and ultimately growth for many of the world's most influential brands.



Mindshare's Synapse product is a predictive analytics tool for scenario planning, optimization and forecasting. It serves as a single source of truth to unify all of a brand's measurement activities in a centralized location to simplify and refine decision-making processes for clients.

OPPORTUNITY

Supporting a rapidly growing data and analytics product in a competitive market required an innovative approach

PARTNERSHIP

Mindshare partnered with Andela to recruit data scientists, analysts, and developers from around the world

BENEFITS

By partnering with Andela to support recruiting, Mindshare was able to accelerate development on products and solutions for its clients

SITUATION

Mindshare was growing their data science and engineering team to continue the expansion of the functionality within Synapse.

The team was looking for various partnerships to augment their existing capabilities to rapidly scale the growth of their platform. Since Synapse is a tool used on a global scale, they needed a partner with global reach and scale as well.

"As we continue to enhance the Synapse platform, time to value is very important. We have global clients that are excited to use our new modules so once we identify adjustments that we would like to make, we need to recruit engineers that can help us build things out with speed at scale. Depending on the need, that can mean bringing in resources on a short or long-term basis and Andela is a good partner in helping us identify the right talent that is fit for different purposes,"

Ikechi Okoronkwo,
Executive Director,
Head of Business Intelligence,
Mindshare



PARTNERSHIP

Andela has provided access to a broad network of data scientists and digital experts globally to support the growth of Mindshare's technical, data science, and support teams.

Mindshare had built Synapse with a small dedicated team of engineers to support configuration, data cleaning, and QA. Following the tool's success for clients, they quickly looked to expand the team.

In partnering with Andela, they were able to quickly hire ten new digital experts, including data scientists, machine learning specialists, analysts, and software developers.

These new hires/team members span eight countries, including Argentina, South Africa, UAE, Egypt, and Nigeria, across three continents. And because of this global remit, they're able to provide follow-the-sun capabilities so that development, client support, and enhancement requests are covered nearly twenty-four hours a day.

"When we're hiring, we're thinking 'What is the roadmap over the next 1, 2, 3, 4 years, and how will this person contribute to that?' We don't bring in somebody who's really only going to contribute for the next six months."

Ikechi Okoronkwo,
Executive Director, Head of Business
Intelligence, Mindshare

"Andela helps us quickly find quality talent to fill our open roles. As partners, they're fast, committed, and a reliable resource as Mindshare works to support our clients and our R&D needs. They have also been keen to get feedback from us on a regular basis to improve their systems, their candidates and address issues in a timely manner."

Fabio Giraldo,
Head of Advanced Analytics,
Mindshare



BENEFITS

Mindshare expanded talent pool to fill open roles, accelerating the associated development velocity.

Mindshare continues to outpace the competition in delivering novel solutions for analyzing, predicting, and optimizing their customers' advertising spend. Key operating practices that Mindshare has always used are staffing talent with "T-shaped" skill sets (broad range of skills with a deep area of expertise), and building on its global development and support model.

Andela's ability to source and evaluate global data science-focused talent at scale seamlessly connected with these practices, which in turn helped Mindshare rapidly scale their offering in line with customer demands while providing around the clock support.