



Solving Fintech Challenges  
With Employer Branding:

# Hiring Technical Talent

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Examine how fintechs can use branding to hire highly sought-after technical professionals


# Introduction

As of July 2021, the unemployment rate for information technology (IT) jobs was 1.5 percent — just shy of the lowest-ever rate of 1.3 percent. Finance and insurance had the second-highest rate of job postings for the month with close to 35,000 new roles available. Additionally, more than half of all fintech roles on Built In's site require technical skills. And **based on our investigations of fintech's biggest needs post-pandemic, hiring technical talent is very high among the industry's list of priorities.**

But why is the demand for IT professionals so high? As emergent technology like blockchain, artificial intelligence and the internet of things grow more widespread, it's becoming more difficult to find talent with the skills to fill those highly technical roles. **Globally, 43 percent of employers said the speed of innovation was a huge factor in filling gaps for technical roles and fintech specifically showed the greatest level of adopting these emergent technologies.**

The finance world has been experiencing significant digital transformations in recent years with increased adoption of cryptocurrencies, mobile banking and peer-to-peer transactions — all of which were expedited by the effects of the coronavirus pandemic.

**The need for software developers is particularly high.** A third of all open fintech roles on Built In are for software engineers and the Bureau of Labor Statistics projects 21.5 percent growth — roughly new 316,000 jobs — within that field by 2029. With so many available opportunities, developers have their pick of the litter. When asked on a scale of one to 10 how easy they felt it would be to change jobs in 2021, 15,000 developers gave an average answer of seven.



And talent teams are starting to feel the market strain: **61 percent of HR professionals said hiring qualified developers is their biggest recruitment challenge of 2021.**

It's clear that companies in finance — among many other industries — are in need of qualified IT talent and demand isn't expected to change soon. However, there's hope: **fintech is the second most in-demand industry among tech candidates in Built In's local geos, per user search behavior.** But in order to win over these valuable professionals, financial companies will have to position themselves as employers of choice — a task employer branding can greatly assist with.

**This guide will provide HR professionals, recruiters and tech team leads with branding-driven insights and strategies to help them stand out among the competition, and in turn help them fill sought-after technical roles.** It will also feature numerous examples of companies inside and outside fintech using employer branding to showcase the best parts of life on their tech teams as a way to appeal to candidates.

#### What Does “IT” Mean?

**“IT” is a classification that can include roles across many technical specialties like software development, data, UI/UX, cybersecurity, DevOps, quality assurance, cloud architecture, database management and more digital proficiencies.**

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# About This Guide

This guide is a four-part series dedicated to helping fintech companies address recruitment challenges by improving their employer branding efforts.

Employer branding refers to an organization's holistic efforts to improve its reputation among job candidates, employees and other stakeholders inside and outside of a business. Effective branding can improve the quality of candidates in a talent pipeline by 54 percent and boost the quality of hires by 9 percent — all while keeping current employees engaged and participating in a company's culture.

To investigate some of the biggest post-pandemic challenges fintech companies face, we listened to dozens of hours of branding- and recruitment-focused conversations with industry leaders across the country. We also examined branded content that fintech companies participated in across our national sites. We learned that branding is at the heart of their biggest concerns, which include: hiring technical professionals like developers; introducing more diversity into their organizations; hiring around their new remote/hybrid/in-person work infrastructure; and sharing additional elements like their overall culture, revamped core values and new benefits.

**This series will provide fintech companies and stakeholders with the insights and examples they need to address some of their thorniest branding and recruiting challenges.**





## SECTION 1

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# Showcasing Cutting-Edge Technology, Projects and Best Practices

Just over half of 80,000 developers said the most important factor in their job search was assessing the languages, frameworks and technologies they'll be working with. Since some tech tools can take years to master, it makes sense that IT professionals want to know if their skill sets match the requirements for a role.

One major way financial companies can get on IT talent's radar is by giving them a sense of the tools and best practices they'll be adopting. Then, companies can double down by offering insights on the innovative projects they'll be working on with those implementations.



## SECTION 1

# The Top Tools in Tech

While companies shouldn't rebuild their entire infrastructure to align with the technologies that IT pros want to use most, they should be aware of what the current trends are. After all, if a company is using a sought-after technology, it'd be favorable to highlight it where candidates are looking.

**These are the 10 most in-demand technologies (as measured by user search behavior) at the nationwide level:**

1. Python
2. Ruby on Rails
3. JavaScript
4. Java
5. C#
6. Golang
7. .NET
8. Node.js
9. Scala
10. Oracle



## SECTION 1

# Create Strong Job Descriptions

Fintech companies should have transparency in mind when building job descriptions. **Just under 50 percent of tech candidates believe that qualifications — like proficiencies in using specific languages and tools — and role responsibilities are the most key parts of a job description.** Highlighting these aspects early and in detail can keep applicants from skipping past an opportunity during their job search because they don't know what tools are necessary for the role.

**Check out the specialized skill and knowledge requirements we found in a data scientist job description on Built In:**

- Implementing models in #1 using Python or R.
- Advanced knowledge of Hierarchical Bayesian models.
- Working knowledge of C++/C# and SQL.

**And here is the requirements section in a job description for an automation test engineer:**

- 5+ years of experience in Java, Selenium WebDriver and TestNg
- Working knowledge of JMeter, BlazeMeter, RestAssured
- Previous experience in Functional, API and Performance testing
- Working knowledge of Cloud testing platforms such as BrowserStack, SauceLab

These sections work because they're specific and leave little room for ambiguity. Candidates know exactly what they're expected to have experience in. This **transparency can inspire confidence in qualified candidates because they know that they have the skills for the job and that they'll be working with technologies they enjoy.**



## SECTION 1

**Another important element of the job description is giving potential applicants a sense of what they'll be doing with those technical tools.** The data scientist job description on the previous page featured an effective “What you'll do” section. It said:

“The person will be accessing, analyzing and interpreting customer-centric data to build advanced predictive models leveraging statistics, mathematics and econometrics to support solutions such as Product Assortment Optimization, Retail Price Optimization, B2B Price Optimization, Personalized Marketing, Promo Effectiveness, Marketing Mix Optimization, and Floor Space Optimization.”

A data scientist interested in this role knows the precise assignments they'll be working on and some of the metrics they'll be responsible for. **With details like these, an IT candidate can get a vivid sense of what their day-to-day or month-to-month projects might look like and it can foster enthusiasm over submitting an application and learning more.**

### The Details of Description

**49%**

**percentage of candidates that believe qualifications and role duties are the most important parts of job descriptions**

## SECTION 1

# Interesting Projects Attract Excited Candidates



IT professionals want to do engaging work with their cutting-edge tech skills: **20 percent of developers said being able to solve interesting technical challenges was their priority when considering a new role.**

With employer branding, fintech companies can tap their existing technical professionals to highlight the engaging products their tech teams are building, and how. **Detail-rich branding efforts can be highly effective opportunities for companies to generate interest for job applicants.**

“My team and I are building a real-time streaming data platform that utilizes Kafka as our data movement and access layer, and the garden.io build tool to make our CICD aspirations a reality,” said Ciera Lowe, data engineering tech lead at Oculus. “We are an AWS shop, using Kubernetes, Apache Debezium to produce CDC messages from Postgres Databases into Kafka.”



Lowe’s summary of her team’s work in this branding article is highly technical and specific. It gives potential applicants a sense of what engineers at Oculus are up to as well as the tools they use to do their work — very valuable information for technical experts.

## SECTION 1



This next example from Tatiana Tun, a senior software engineer at EPAM Systems, offers similar levels of specificity.

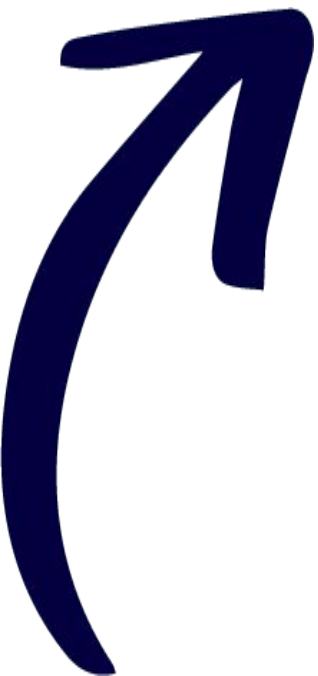
“Currently, I’m part of a team that supports and extends features of a marketing CMS system, with the core code of the CMS being written in Java,” said Tun. “We utilize Apache FreeMarker as our template engine and a custom Backbone.js-based JavaScript framework.”

“We continually expand the system’s targeting and personalization capabilities and performance, so we regularly conduct load tests using JMeter and BlazeMeter.”

In another example, Aaron Rorvig, a DevOps manager at Athlinks, said he and his team “recently ended our endeavor of mixing on-premise hardware with AWS and moved 100 percent back into the cloud, all while cutting our AWS bill by 44 percent per month.”

Rorvig goes on to detail the technical steps he and his team took to accomplish that goal and some of the challenges they overcame along the way. He also provides insight into ways that he grew as a professional via this project and what his team is working on next.

**Sharing stories of success like this can position a finance company as a place where interesting technical challenges are solved regularly and where each project offers experts opportunities to evolve their skills and knowledge.** Offering these insights to applicants along the candidate journey can build excitement around the role, the tech team and the company overall as they shop for job opportunities. The more specificity a fintech company provides, the more they can differentiate themselves from the competition.



## SECTION 1

In some cases, it may be difficult to fit large amounts of technical detail into a job description. But a quick quote from a tech team member and a link to an employer branding article can be just as — if not more — effective.

**Below are more examples of employer branding efforts fintech companies can emulate and potentially feature in their job descriptions:**

- [Vue vs. React vs. Angular: Developers Share Their Favorite Tech](#)
- [5 Chicago Engineers Share Their Most Challenging Tech Projects](#)
- [The Challenges and Rewards of Being a Full-Stack Engineer](#)
- [Engineers Explain the Mission-Critical Projects They're Working On](#)



## SECTION 1

# Share Best Practices for Better Results

While tech tools and the projects they're used for are very important to candidates, they're only two parts of a highly technical world that IT professionals live in. **Curious experts may still have questions about a fintech company's technical practices even after reading a detailed job description or stories about past work.**

They may ask: What are code reviews like here? Do they manage their work in scrums or with Kanban boards? Is there pair programming on this team? What are their approaches to technical debt?



Questions like these can be very important to IT experts in search of teams whose methodologies match their preferred work styles. With this in mind, **fintech companies should take opportunities to highlight the processes their tech teams use to succeed.**

For example, Kevin Walter, a lead software engineer, explains how code reviews work on his team at Smartwyre. He said their goal is for reviews “to be conducted in such a way as to feel almost like pair programming. Most importantly, the reviewer is careful not to turn a code review into a performance review.”

Walter then details how his team handles differences in opinions during reviews before sharing his advice on how to foster a healthy culture around this key process. **His insight provides candidates with a look at not only the technical aspects of what code reviews are like at Smartwyre, but how that process is supported by a distinct philosophy and a culture that employees are encouraged to participate in.**

## SECTION 1

In another example, Shapeshift featured Principal Engineer Adam Samere in a branding article to detail how his team uses Kanban methodology. He said that after aligning on goals with stakeholders across the business, the tech team delegates work with “epics” that are then split “into stories, which are small tasks that can be completed in one or two days. Stories are then prioritized by product and engineering management to account for any interdependencies before any engineering work starts.”

Samere goes on to describe the benefits this structure provides his team and why it works so well for them. With this insight, candidates interested in Shapeshift will know exactly how their work will be assigned from their first project forward, and why the structure exists as it does.

Meanwhile at Pie Insurance, Engineering Team Lead Andy Batta said his tech team uses an Agile scrum approach. Why? It allowed the company to scale the tech team quickly since most engineers who join often “have experience with GitHub, Agile Scrum, or both, which enables new engineers to quickly make valuable contributions to the team.”

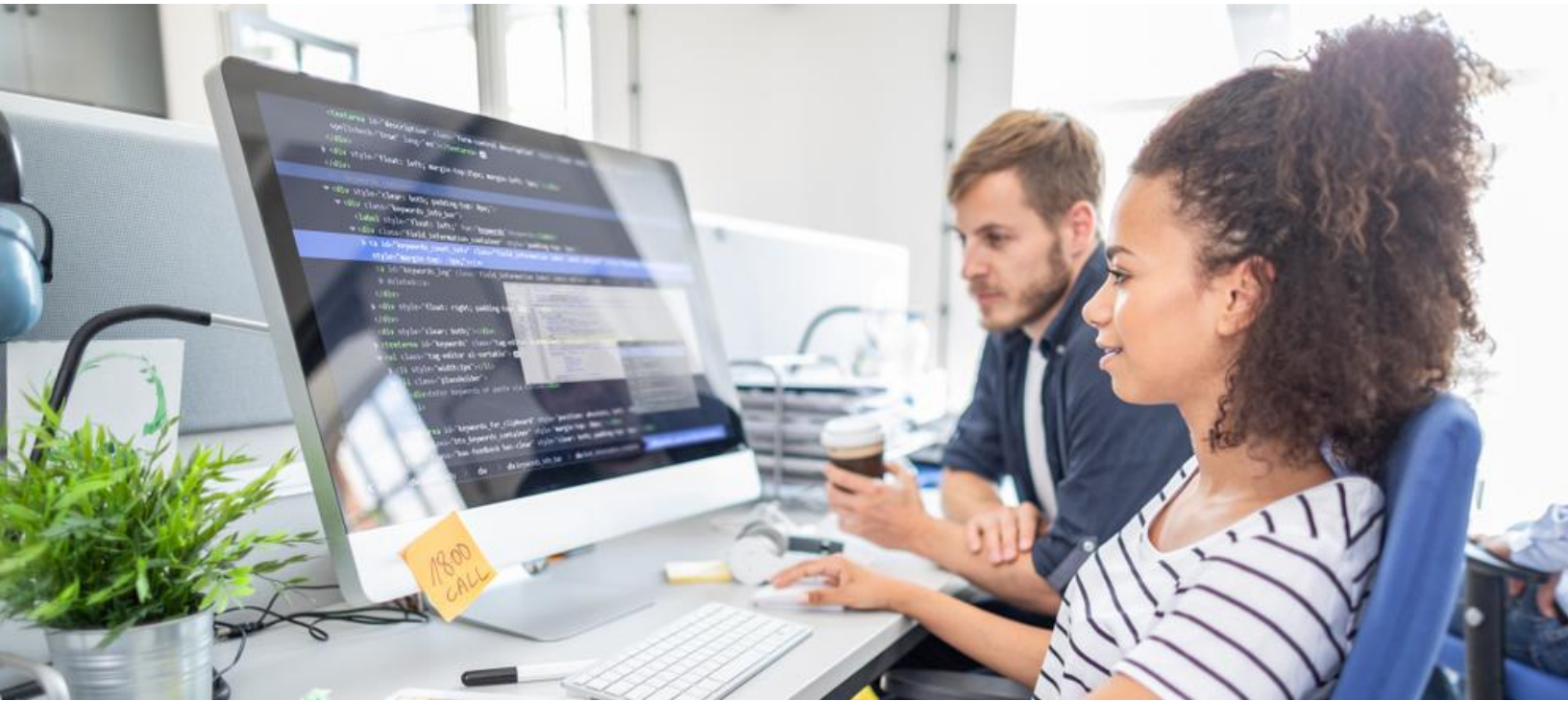
**Employer branding can help a finance company showcase its best practices, as well as the histories and philosophies behind them, in a way that’s approachable and engaging to prospective applicants.**

**When a company publicly discusses its processes and tools through its employees, it shows the team’s excitement for facilitating innovative work — sentiments candidates can pick up on.**

The transparency and candor found in these featured examples can set the tone for what an IT professional can expect if they join the team. And **the more specificity a technical expert has when they encounter a job opportunity, the more likely they are to hit “apply.”**



## SECTION 1



**Explore more examples of businesses using employer branding to detail the best practices used in their departments.**

- [The DevOps Sages Weigh In: How to Build the Best Toolchains](#)
- [How Austin Tech Is Democratizing Data](#)
- [How These Boston Companies Measure and Manage Technical Debt](#)
- [How Assurance Builds Data Pipelines That Last](#)
- [The How-To's of Test Automation](#)



## SECTION 2

# The Salaries and Perks Technical Pros Want

Salaries and perks are other key elements of a role that can sway technical candidates toward one company or a competitor. And since IT pros have no shortage of opportunities to choose from, fintech companies have to offer perks and salaries on par with — or beyond — national averages. We'll take a look at the benefits and wages that tech talent across the country are asking for today.

## SECTION 2

# Competitive Pay Scales

Six out of 10 candidates say compensation is the most important part of a job description. And pay is a vital aspect of a role for 13 percent of developers specifically. **Fintech companies should be aware of some national averages for tech roles, which we feature in our Tech Salary Expectations report.** From there, companies should be transparent in their job descriptions about their pay scales.

### National averages for developer salaries:

Engineering Manager	\$165,949
Senior Software Engineer	\$150,640
DevOps Engineer	\$129,742
Security Engineer	\$127,640
Software Engineer	\$123,300
iOS Developer	\$113,751
Front-end Developer	\$106,647

### National averages for data and analytics salaries:

Data Scientist	\$126,261
Data Engineer	\$121,122
Data Analyst	\$79,892



**Free Download: Tech Salary Expectations in 2021**

## SECTION 2

# Promising Perks

Perks have been a huge and evolving topic of conversation for most companies since the onset of the coronavirus pandemic in 2020. Businesses across the tech space invested in perks around remote work, mental health, unlimited time off, and diversity and inclusion (among others) like never before due to the challenges the pandemic presented. However, many of the pandemic-induced benefits are updates that tech talent has been requesting for years (like more remote work) — and ones they don't want to be without anytime soon.

**Fintech companies in search of IT talent should reassess their perks to ensure they align with what candidates expect out of post-pandemic offerings from employers.**



## SECTION 2

These are the top 10 perks of 2021, as determined by our national user search behavior:

1. Remote Work
2. Pet-Friendly Office
3. Unlimited Paid Time Off
4. Tuition Reimbursement
5. 401(K) Matching
6. Relocation Assistance
7. Child Care
8. Generous Parental Leave
9. Daily Meals Provided
10. Company Equity





## SECTION 2

The tech world's rapid lenience on remote work was the most significant change to perk packages since the pandemic began. And remote work has evolved since early 2020 because it's no longer seen as a perk — it's a must-have for many in tech. Just over **80 percent of professionals do not want to spend five days a week in the office**, even once the pandemic is no longer a concern.

### **Remote Work Can Be Great for Developers — If You Get It Right**

**When polling developers, 43 percent said they would prefer to work remotely at least a few days each week while 24 percent do want to come to the office at all.** Overall, about 45 percent of developers see flexible hours and a healthy work-life balance as the most important factor in their job search, which is something remote work and more vacation time can help facilitate. **Fintech companies, even those with an in-office infrastructure, should develop a remote-first culture (which we outline in our guide to Retaining Your Remote Workforce) to appeal to candidates that want more flexibility in their work setup.**

#### **Code From Home**

**24%**

**percentage of developers who  
want to work from home  
full-time**





### SECTION 3

# A Culture Worth Joining

It's not all about the money and working with the most cutting-edge tools. Technical experts want to know that their work styles and personalities will be welcomed. They want to know that their teammates will support them and that they will be treated as valued contributors to the organization rather than coding or data factories. Let's take a look at some examples of companies showcasing their tech team cultures with employer branding.

### SECTION 3

Everyone wants to enjoy the culture they work in. And around **half of developers say a company's culture and office environment are their top priority when weighing job opportunities.**

Conveying culture solely through job descriptions or Instagram shots of a happy hour can be difficult — especially within technical teams. Professionals in IT must balance autonomy with the methodologies of their peers, managers and the company overall. **With this in mind, these experts may want to know some pivotal aspects of a tech team's culture, like what their manager's philosophy is on self-directed work or whether they'll have space to offer and test ideas.**

One of the most effective ways financial companies can give candidates insights into their culture is through employer branding. **Businesses can recruit one of their tech team members to highlight the most appealing elements of the team's and the company's culture. For candidates, hearing an employee's perspective offers an exclusive peek behind the curtain better than a social media post or press release can.**


Chime's Director of Engineering Emily Anderson used branding to discuss her tech team's culture, which she said is “built upon curiosity, community, trust, communication, feedback and diversity.” She detailed what each individual element means and how it's fostered. Anderson also provided additional details around the fact that managers regularly check in with individual contributors around their overall happiness and engineers are given agency over their career direction.

**This example is effective because the leader largely in charge of dictating the team's culture is sharing the most important elements of that culture in a way that's candid and backed with specific action.** Candidates can get a sense of what their team leader is like while also learning that their happiness and professional growth will be supported.

## SECTION 3

In another example, Moov Financial's CTO Joel Tosi said his tech team's culture is based on "[collaboration, not competition](#). Instead of hoarding information, we openly share knowledge and opinions — and then mix them up together for the sake of making each other stronger."

Tosi continues by saying leaders manage engineers based on their preferences — like whether they're an introvert, a night owl or they're juggling the responsibilities of managing a family. Overall, a "sense of openness and trust then permeates across the team" and it creates space for tech talent to be more engaged. What applicant wouldn't want to hear that?



**Fintech companies should be truthful about the elements that make their cultures engaging and unique. Then, they should back those sentiments up with specific actions leaders and team members take to foster those elements each day, whether they're large or small.** Sincerity and directness paint a clear picture for IT candidates on how they might be able to thrive in an environment. **These branded discussions around culture can mean the difference between a sought-after, culture-driven candidate applying or moving to the next opportunity.**

Explore more examples of businesses using employer branding to detail the best practices used in their departments.

- [A Day in the Life of 6 Engineering Managers](#)
- [Code Culture: 5 Colorado Tech Engineers Share What Makes Their Teams Unique](#)
- [The 4 Elements of a Strong Engineering Culture](#)
- [How to Create an Engineering Culture That Attracts Top Talent](#)
- [Your Engineering Culture Doesn't Have to Suffer While Remote](#)



## SECTION 4

# Technical Interviews Must Evolve in a Remote-First World

With the adjustment to remote-first work, finance companies must also evolve their interviews for technical positions; in-person whiteboard tests and round-table technical discussions of the previous era should be updated accordingly. Just over a third of developers say they're put off by irrelevant technical interview questions and exercises and this number may increase if businesses don't adapt their technical interview process.

Whatever technical role a company is hiring for, it should ensure its interviews are built with a remote-first mentality so the candidate journey is smooth.

## SECTION 4

**There are many ways financial companies can optimize their technical interviews for the remote world, specifically for developers.**

Shannon Hogue, Karat's global head of solutions engineering with 20 years of experience managing distributed engineering teams, **outlined tips on how companies can improve virtual interviewing for devs:**



### **STEP 1: ASSIGN A SPECIFIC OWNER TO REVIEW EACH JOB'S DESCRIPTION AND RESPONSIBILITIES**

Align these elements to competencies. From there, tailor remote interview questions so they evaluate one competency at a time and reduce false negatives. Be explicit in each competency evaluation to avoid ambiguity.



### **STEP 2: BEGIN WITH INTERVIEWS BY BUILDING RAPPORT WITH CANDIDATES TO PUT THEM AT EASE**

Set a tone of kindness, empathy and adhering to clear guidelines so it's easier for them to showcase their skills. Build a dedicated team of interview engineers that can practice and quality-control their interview tactics over time. Coach interviewers on removing biases and how to provide assistance to candidates when necessary



### **STEP 3: COACH INTERVIEWERS ON HOW TO MAKE OBSERVATIONS RATHER THAN CONCLUSIONS**

Build a unified language and a structured rubric to describe candidate performance. Create a drop-down menu around each competency evaluation that limits the variables interviewers can introduce.

### **Example of a Good Interview Observation**

**Candidate X was able to write fully functional and optimized programs for the first two questions with moderate debugging, but ran out of time on question three.**

### **Example of a Biased Interview Observation**

**Candidate X had several time-consuming bugs in early questions and, as a result, was unable to complete the assignment.**



## SECTION 4

# Use Branding to Show Off the Interview Process

Ibotta is one company that evolved its interview processes for developers during the pandemic to be more remote- and interviewee-friendly. **The company got rid of intimidating on-the-spot whiteboard tests and split its interviews into two distinct parts.**

“The first part of the interview is the technical interview,” said Harold Davis, a mobile engineer hired in December 2020. “For the iOS engineering department, the technical interview is a take-home project that’s provided days before your interview. During the interview, you meet with maybe three to six teammates from iOS engineering, and they’ll ask you to take them through the project. I loved that aspect, because I was like, ‘Great, I get to start wherever I want.’”

Part two of the interview process was dedicated to culture: explaining Ibotta’s culture to candidates and assessing how well the interviewee might fit in.

“It’s a cultural interview, and it consists of a panel with three team members on a Zoom call,” said Combs. “The point of this portion of the interview is to get a strong understanding of the culture at Ibotta and how the interviewee would fit. ”

Candidates appreciated the technical and cultural duality of Ibotta’s new interview process as well as its remote-first structure. **First, the company modernized its technical interviews for the remote world so interviewees had great experiences. Then it showcased those efforts with employer branding so candidates could get a sense of what to expect if they applied.**



## SECTION 5

# Welcome Non-Traditional Backgrounds and Upskilling

To counteract the potential difficulties of sourcing tech talent, many companies are looking past traditional four-year degrees. Businesses are increasingly booking interviews with candidates from non-traditional backgrounds while also investing in upskilling their existing staff. Finance companies can adopt many of these methodologies to close skills gaps on their teams and keep up with competitors.



*We've also seen more tech recruiters hiring developers who haven't followed the traditional academic route. A computer science degree is no longer a must-have if you want a career as a programmer. With the wealth of online and offline resources available to everyone, coders of all levels of technical competence can improve their programming skills, opening up job opportunities in the booming tech sector."*

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**AUDE BARRAL**

CO-FOUNDER OF CODEINGAME

## SECTION 5

# Bootcamps VS Bachelor's Degrees — Think With A Diversity-driven Mindset

In 2017, almost 90 percent of employers said coding bootcamp graduates were just as — if not more — prepared for employment than professionals with formal degrees. And with college tuition costs increasing year-over-year, more aspiring technical experts could choose to enroll in a bootcamp over traditional academia. Many companies across the workforce make a four-year degree, or even a master's, a requirement for technical roles, which bars many would-be contributors from entry. Today's IT specialists can amass ample technical experience without ever enrolling in a class.

With this in mind, fintech companies should ensure their candidate pool (and job descriptions) are inclusive of individuals from diverse professional and personal backgrounds. A company could be unintentionally limiting its technical hiring potential by not investing in unconscious bias or inclusivity training for hiring stakeholders and team leaders. Employers can seek candidates with the foundational skills necessary for success in the field but who also have high levels of collaboration and adaptability to learning new proficiencies.

### Solving Fintech Challenges With Employer Branding: Improving Diversity, Equity and Inclusion

Employers can then celebrate the fact that they hire talent from non-traditional backgrounds with branding to attract more applicants. When candidates learn that they are welcome and can succeed in an organization without a degree, it can create increased excitement around the idea of joining the team. Check out an example from Endpoint to see this idea in action on the following page.

## SECTION 5



"WHILE WE DO HAVE PEOPLE WITH TRADITIONAL CS AND ENGINEERING TRAINING, WE ALSO HAVE PEOPLE WHO HAVE WORKED IN OTHER FIELDS LIKE MATHEMATICS, EDUCATION AND ART. ALONG WITH THIS MIX OF PEOPLE COMES A GREAT INTERPLAY OF VARYING VIEWPOINTS AND INTERESTS THAT'S REFLECTED IN THE WAY THE TEAM WORKS TOGETHER ON PROJECTS."

- JOEY DAVIS, ENDPOINT



## SECTION 5

# Upskill To Improve Employee Engagement and Fill Skills Gaps

While technical talent leaders are casting wider nets, they can also join the **70 percent of HR professionals that are placing a greater emphasis on reskilling and upskilling in the coming years.**

“To overcome the developer skills shortage, software engineering leaders need to upskill and reskill their existing employees and new hires,” said Bill Swanton, a VP analyst at Gartner. “The focus should be on developing each employee’s skills ahead of demand so that they can play a broader range of roles and continue to enhance an organization’s technical capabilities.”



Roughly **60 percent of global businesses worldwide offer mandatory training and/or professional development for technical or soft skills.** And a significant portion of these companies are in the finance industry. Not only that, **43 percent of developers prioritize opportunities for professional development in their job search.**

**Fintech companies can start their journey into greater upskilling by making continuous learning part of their culture and using branding content to discuss it.**



## SECTION 5

"SOURCEDAY RECOGNIZES THAT NOT EVERYONE WILL HAVE EXPERTISE IN EVERY ASPECT. INSTEAD, WE'VE CULTIVATED A CULTURE OF CONTINUOUS LEARNING AND INFORMATION-SHARING. WHILE SOMEONE ON THE TEAM MIGHT HAVE MORE EXPERIENCE ON ONE TECHNOLOGY OR ANOTHER, WE LEARN FROM EACH OTHER AND ENCOURAGE CROSS-DEPARTMENTAL MENTORSHIP."

– EVAN KING, SOURCEDAY

Companies can encourage technical teams to dedicate specific times each week or month to upskilling through initiatives like direct mentorship, online courses, lunch and learns, hackathons, exploring side-projects or other avenues.



## SECTION 6

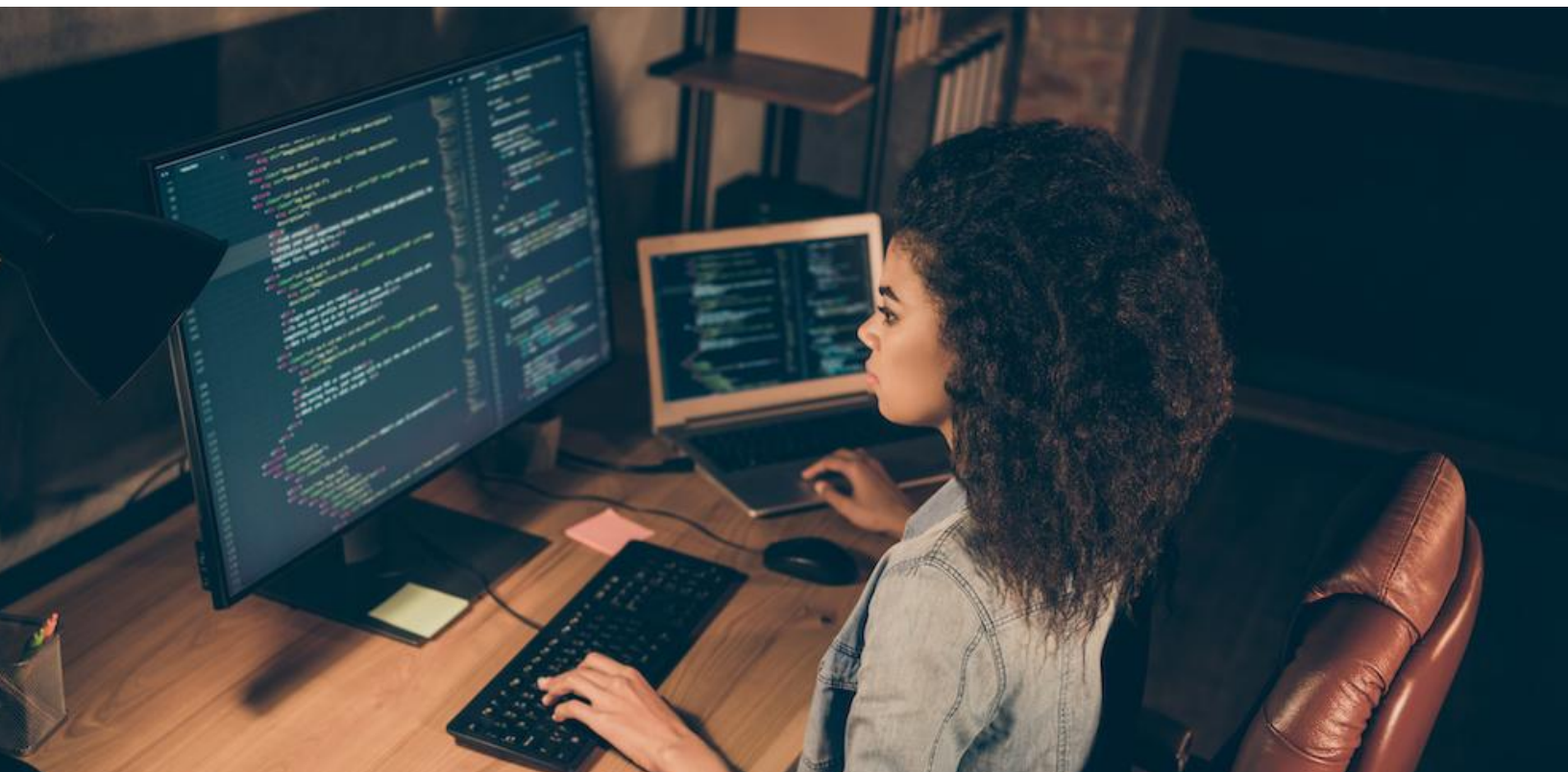
# Conclusion

In order to secure IT talent in today's wildly competitive market, companies in fintech have to position themselves as more than providers of innovative financial solutions — they need to be places where technical professionals can feel valued, be challenged and thrive both professionally and personally.



Companies should audit everything from their job descriptions to their interview infrastructure to ensure their business is as transparent and appealing as possible to tech applicants. Businesses and hiring teams should also ensure their candidate pool is as inclusive as possible so they exclude great talent who may not have degrees or traditional technical backgrounds.

**With some adjustments in recruitment tactics and culture, fintech companies can make their teams and workplaces impossible for technical experts to ignore. And employer branding can be the key that unlocks all that improved recruiting potential.**





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