



RPO CASE STUDY

Data Centre | EMEA Expansion

Embedded Talent Acquisition for AI Infrastructure
and Commercial Scale

Background and Challenge

Context

One of the fastest-growing AI hyperscalers in the NVIDIA ecosystem, entered the early stages of its European expansion. With billions committed to building data centres across London, Norway, Sweden and Spain, the business needed to stand up commercial, engineering and data centre operations teams across multiple markets. Fast.

This was not a mature operation adding incremental headcount. It was a ground-up buildout of an entire European operating model — commercial teams, engineering capability and the data centre operations needed to bring some of the first large-scale NVIDIA Blackwell deployments in the region online.

The Challenge

Building a European business at this pace required more than a traditional hiring approach. Our client needed to scale its commercial capability rapidly, while operating in a market that was still emerging and lacked clearly defined talent pools. This meant building revenue-generating teams with speed and precision, without the benefit of established hiring benchmarks or readily available talent.

Key Points

Commercial teams had to be built in parallel with wider business expansion, ensuring pipeline growth kept pace with regional rollout

Internal talent acquisition was not structured to support the required hiring velocity across multiple markets

A fragmented agency approach would have slowed delivery; so the company required a partner who could operate as an embedded extension of the business and own hiring end-to-end

A conventional agency model would have fragmented the effort across multiple suppliers

Solution and Outcomes

The Solution

WNTD deployed a specialist embedded RPO model aligned to the company's European expansion.

Engagement structure

- Client Services Director providing oversight and accountability
- Onsite talent partners embedded within the EMEA business

Embedded delivery

- Operated as a seamless extension of the internal team
- Integrated into hiring, planning and decision-making

Specialist focus

- Not a volume RPO model
- Built on deep understanding of AI infrastructure and associated talent markets

End-to-end ownership

- Full hiring lifecycle across:
- Commercial roles (SDRs, Client Directors)
- Operational and regional roles
- Direct partnership with senior stakeholders

Scalable model

- On-demand hiring capability without adding permanent overhead
- Enabled hiring to scale with business growth

Delivery and Outcomes

We supported our client's European expansion from the earliest stages, building capability across both commercial and infrastructure functions as the business scaled across London, Norway, Sweden and Spain.

Delivery across functions

- Built out SDR, Client Director and senior revenue leadership teams
- Delivered data centre operations hiring, including technicians, site managers and site leadership
- Supported engineering and infrastructure roles aligned to GPU and AI environments

Programme impact

- Enabled teams behind the company's first European NVIDIA Blackwell deployments
- Ensured critical roles were in place as next-generation infrastructure went live

Scalable delivery model

- Provided ongoing market intelligence across AI infrastructure and data centre talent
- Established consistent, repeatable hiring processes across all markets

Outcome

- Delivered a balanced European operating model across revenue, engineering and operations
- Built at pace, aligned to the scale of our client's growth

Ongoing partnership

- Engagement remains active as the company continues to scale in Europe
- WNTD operates as a trusted embedded talent partner

Impact and Validation

Why This Matters

AI infrastructure is not built by technology alone. It requires aligned growth across data centres, engineering and commercial teams, and the people who can operate at the intersection of all three.

WNTD's specialist RPO model is designed for exactly this. Led by a dedicated Client Services Director with onsite talent acquisition embedded inside the client, it gives AI infrastructure businesses a hiring capability that combines deep domain expertise with the speed and accountability of an in-house function.

WNTD operates at the centre of the NVIDIA ecosystem, supporting hyperscalers and GPU cloud providers to build full organisational capability; from data centre floor to executive leadership.

Client Validation

“

“During our international growth phase at our company, we needed to hire exceptional AI talent quickly, and WNTD delivered. They consistently identified and secured high-quality candidates at speed, which had a direct impact on our ability to scale across Europe.

What stood out was not just the quality of hires, but how collaborative and seamless the partnership felt. WNTD understood our challenges and operated as a true extension of our team.”

VP HR EMEA



wntd

Insightful Talent Solutions

hello@wearewntd.com

www.wearewntd.com