

# Marketing VP Adopts a Rapid “Test-and-Win” Process Using Independent Talent



**INDUSTRY:** Education

**EMPLOYEES:** 800+

**CATEGORIES:** Marketing/Content/Social Media

## Quickly identify winning ideas to capitalize on opportunities

For marketers in the digital age, speed is paramount. Being the first to jump on a trending hashtag can launch your brand as a market leader, but coming in second can have no impact, or worse, reflect negatively on your organization. That's why Adam Hofmann, VP of Marketing at Singularity University, sought a cost-effective way to rapidly test his team's ideas and execute on the winners. But testing ideas at the pace required was difficult as team members either couldn't pull themselves from other work, or they didn't have the specialized skills needed.

## Scale and fill skills gaps with independent talent

Hofmann expanded the team's capabilities by giving every member access to Upwork. Having the entire team on the platform empowers employees to rapidly get the help they need, so they could work faster.

To increase efficiency further, Hofmann created processes for reducing errors and managing spend. For example, having access to talent worldwide enables the team to find help within 24 hours. But Hofmann insists on a 2- to 3-day vetting process involving several interviews to make sure employees choose the ideal person or agency from the beginning.

## 30% higher output and extended capabilities companywide

Working with external specialists not only increased the team's creativity, but it also raised their output by 30%. Their success inspired other teams to adopt the flexible workforce for projects ranging from SEO to design and developing sales leads. Hofmann didn't just devise an efficient strategy for identifying successful ideas, he also introduced a better way to get work done. Today, about half of the teams companywide extend their capabilities by working with several flexible workers at a time.

**Upwork empowers businesses with flexible access to quality talent, on demand. See how Upwork can help your business succeed. Contact us today.**

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## RESULTS

# 2x

Faster leads processing

# 30%

Higher productivity

# 2-3 days

Time to find talent

*“As marketers, we must move quickly and nimbly. Upwork enables us to try new things and quickly know what works and what doesn't work.”*



**Adam Hofmann**  
VP Marketing  
Singularity University