

Scaling Lucidya's GTM Organisation

How HAILO partnered with Lucidya to accelerate hiring, improve cost efficiency, and build a scalable talent engine across the GCC.

HAILO has been instrumental in scaling Lucidya's GTM organisation across KSA. As our embedded talent partner, they operate as a genuine extension of our team, bringing structure, internal stakeholders and quickly developed a deep understanding of our hiring priorities, culture and growth objectives.

In a highly competitive talent market, their support has enabled us to accelerate hiring timelines, improve cost efficiency and attract high-quality talent across commercial, marketing, strategy and performance functions.

What differentiates HAILO is that their model goes beyond recruitment. They operate as an internal hiring engine, creating scalable capability that supports long-term growth, not just individual hires.

HAILO has become a trusted partner to Lucidya.

Director of People
Lucidya · KSA



FASTER HIRING

Accelerated hiring timelines across commercial, marketing, strategy and performance functions in a highly competitive talent market.

EMBEDDED MODEL

Operated as a genuine extension of the team, integrating seamlessly with internal stakeholders and understanding culture and growth objectives.

LONG-TERM CAPABILITY

Built scalable internal hiring capability that supports long-term growth, not just individual hires, as Lucidya expands across the region.