

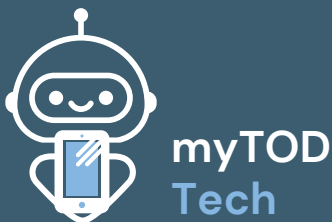


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Case Study: Iteris

Engineering & Technology

📍 CA & TX



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About Iteris:

Iteris is an engineering firm and industry leader in Smart Mobility Technology and Intelligent Transportation Systems. Their cloud-enabled end-to-end solutions monitor, visualize and optimize mobility infrastructure around the world, and help bridge legacy technology silos.

Iteris engaged myTOD during a scaling phase, seeking a partner to support hiring for highly specialized and hard-to-fill roles.

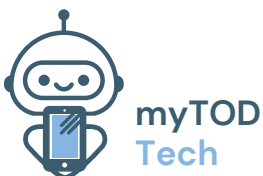
The Challenge:

Talent Availability: Highly niche roles had limited inbound applicant flow, requiring a proactive, headhunting-based recruiting approach.

Niche Market Dynamics: A limited and competitive talent market made it difficult to maintain candidate engagement.

Hiring Process: Delayed feedback and slow response times from hiring managers created friction in the interview process.

Business Impact: Hiring delays increased the risk of candidate drop-off and missed opportunities as talent moved forward with other offers.



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The Solution:

Partnership & Communication: We took a consultative approach, acting as a true partner rather than a traditional agency. myTOD maintained consistent communication, set clear expectations, and focused on quality over volume.

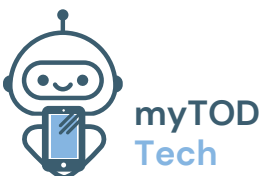
Recruiting Execution: We implemented proactive outreach strategies to engage niche engineering talent. In addition to recruiting, myTOD supported ATS management and operational needs not typically handled by staffing agencies.

Collaboration: We worked closely with Engineering Managers and partnered with the newly appointed HR Manager to align recruiting efforts with evolving business needs.

The Results:

- ✓ Over a four-year partnership, myTOD delivered 41 successful placements, representing \$4.8M in total salaries, supporting Iteris's long-term hiring needs across specialized engineering roles.
- ✓ myTOD took the time in the beginning to deeply immerse in the niche talent market. Over time we built and maintained a strong pipeline of qualified candidates, leading to steady hiring success long-term.
- ✓ The partnership resulted in stronger collaboration amongst all hiring manager, creating greater confidence in the recruiting process and a trusted, long-term relationship.

Cost Savings of over 78.1K compared to standard agency fees



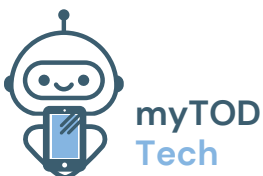
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The Timeline:

- **November 2021**
myTOD Partnership Begins
- **March 2022**
myTOD's first placement:
Associate Engineer, CA
- **May 2023**
Sr. Signal Optimization Engineer Hired
- **November 2024**
From Nov 2021–Nov 2024, myTOD makes 32 placements with salaries totaling 2.8M, including:
 - Director of Accounting
 - District Sales Manager North Texas
 - Senior Engineer
 - Lead Python Developer
- **October 2025**
From Nov 2021–Oct 2025, myTOD makes 40 placements with salaries totaling 3.9M, including:
 - Product Test Technician
 - Sales Operations Manager
 - Senior Traffic Manager
- **Current**
Partnership remains ongoing with deeper understanding of Iteris hiring preferences averaging ~1.39 number of placements per month



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Key Takeaways:

4.2M 78.1K 86.6 43

Salaries
Placed

Cost Savings
Provided

Client
Satisfaction
Score

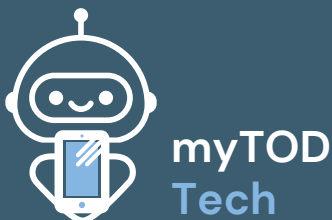
Candidates
Placed

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It was a perfect fit because I didn't have the time to source for passive candidates which is what we needed. I needed time to get processes in place and do the interviewing and the negotiating and all of that, so it was a huge relief to get that assistance.



*-Christine Secord
VP of Human Resources*



Is Your Business Next?