



The future of talent, powered together

2025 Cielo annual report



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A message from our CEO

Celebrating 20 years of curiosity, courage, and human-centered innovation

Two decades ago, a small group of visionaries imagined a new way to shape the talent landscape — a model built on partnership, experience, and possibility. Today, that mindset hasn't just shaped Cielo; it's helped shape our entire industry.

We've always worked ahead of the curve, anticipating market shifts before they become global demands. In 2025, we took bold steps to bring that vision to life:

Global growth & deepened support: Expanding our global footprint and range of solutions to provide more integrated support for our clients.

Trusted partnerships: Building lasting relationships with the world's most influential employers to help them navigate a complex talent landscape.

Human-centered technology: Creating digital tools and AI solutions that elevate — rather than replace — the human experience.

The following pages share the results of this strategy in action. Thank you for your trust and your shared commitment to challenging the status quo as we design what's next, together.



Marissa Geist
Chief Executive Officer

A year to celebrate

280,000+
TA leaders engaged and inspired through events, forums, and community

32,000
hours invested in guiding clients through their talent transformations

257
new client partnerships that positively impacted talent experiences and advanced business priorities

30
Net Promoter Score that leads the talent industry, reflecting deep trust and strong client relationships

153,000+
lives elevated and futures created through connecting talent with meaningful work



“For 20 years, a united ambition has defined our partnerships. We don't just provide solutions — we fuel the ability for organizations to find and keep the extraordinary talent that moves them forward.”

MARISSA GEIST, CHIEF EXECUTIVE OFFICER

Who we are

Setting the standard for talent experiences worldwide

People have the power to change what's possible. At Cielo, we help organizations discover, support, and grow the talent that makes change real, connecting people to opportunities where they can thrive and fulfill their potential.

We deliver a better experience through our strategic talent solutions: Talent Acquisition, Search, Consulting, and Digital Accelerators™. The result is stronger outcomes and a more connected future of work.

Purpose

Illuminate talent wherever it's found. We don't just find it — we unlock the opportunity for talent to fulfill their potential.

Vision

Lead the market with better talent experiences for all. We deliver meaningful moments through all our interactions with candidates, clients, and each other.

Values

Our values, PEOPLE, guide everything we do. They underline each intention, interaction and collaboration, with humanity at the center — always.



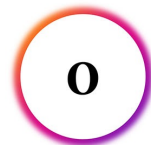
Partnering

We won't let you down. We embrace shared ambitions. We build trust and believe in the power of working together.



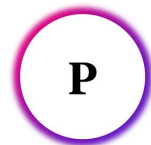
Empowering

We believe in each other. We enable everyone to discover a sense of belonging, wherever they are and whatever they want to achieve.



Original

We deliver on bold innovation. We are authentic, open-minded and diverse. We lead the way for talent.



Purposeful

We make good things happen. Our clear intentions mean you know where you stand with us. We connect people with their passions.



Learning

We cherish knowledge. We always discover new ways to do things. We love data and using insights to improve results.



Energizing

We are positive people. We exude energy with our step-up and can-do character.

The most awarded TA partner

Recognized by clients, analysts, and our people



Solving talent challenges together

Today's talent challenges are complex, global, and constantly evolving. Cielo brings together human expertise, proven delivery models, and responsible technology to support the full talent lifecycle — delivering outcomes that are scalable, future-ready, and unmistakably human.



Talent Acquisition

Cielo helps clients build and sustain high-performing talent acquisition functions that are responsive to change and grounded in experience. From end-to-end RPO to targeted augmentation, our Talent Acquisition solutions are designed to flex with demand while keeping candidates and hiring leaders at the center.

Our solutions support a range of needs — from full lifecycle delivery to standalone technology — helping organizations move faster, improve quality, and adapt without disruption.



Search

Our Search solutions help clients secure the leadership and specialized talent needed to navigate complexity and drive growth. By combining rigorous research, proactive outreach, and technology-enabled insight, we deliver search services that are transparent, efficient, and outcomes-focused.

Whether supporting executive leadership hiring, project-based surges, or specialized healthcare roles, Cielo's approach creates clarity in moments that matter most.



Consulting

Our Consulting solutions help clients strengthen the impact of their efforts. Our consultants partner closely with organizations to guide transformation, improve operational effectiveness, and align talent strategies with business goals.

From HR technology advisory to employer branding, we focus on practical outcomes to help organizations build capability, confidence, and momentum through change.



Digital Accelerators™

Our Digital Accelerators™ enhance talent acquisition through AI-powered tools designed to remove manual work, surface better insights, and help clients make faster, more confident decisions. Built by TA experts, engineers, and data scientists, these tech solutions integrate seamlessly into existing environments — augmenting human expertise rather than replacing it.

Our AI agents support everything a recruiter needs to be successful, from real-time talent mapping to hyper-personalized experiences. Digital Accelerators™ help organizations scale recruiting with speed, quality, and responsibility.

Delivering on what matters

Strong performance isn't accidental. It comes from clear standards, disciplined execution, and teams who understand what success looks like. That's how Cielo helps organizations hire with confidence, wherever they operate.

“Cielo’s dedication, adaptability, and professionalism have made a meaningful impact, especially as we navigated frequent changes in our hiring needs.”

RODRIGO REYGADAS, SENIOR DIRECTOR AT MCDONALD’S



Empowering globally, succeeding locally

As organizations expand, restructure, and compete across regions, they depend on partners who understand how talent markets work, locally and globally. We combine global consistency with local market insight, which has strengthened our client relationships year after year.

In 2025, that balance translated into meaningful growth. Enterprise organizations chose Cielo in competitive evaluations and expanded their programs with us, even as market conditions shifted.

We also strengthened our global footprint, opening in Warsaw, Poland and **Seoul, South Korea**. This reinforced our position as the fastest-growing RPO partner in the APAC region.

>> [See how Cielo combines global best practices with local market knowledge](#)

Performance that proves itself over time

Our approach to performance is built for the long term. As organizations' needs evolve, so do the ways we support them — by refining processes, sharing insights, and adapting together.

“Our results come from listening closely, adapting quickly, and never losing sight of what matters.”



MOLLY THIEL, CHIEF OPERATING OFFICER

Proof in practice

Leading clients through change and transformation

From strategy to measurable results, these stories demonstrate how organizations successfully navigated their most complex talent challenges.

A force for progress; powering, protecting and connecting people everywhere



Rolls-Royce needed to quickly transform its talent acquisition approach to support ambitious growth goals while maintaining its gold standards in security and compliance.

Cielo delivered a comprehensive RPO solution and strategic employer branding and talent marketing services. The agile, technology-enabled solution respected Rolls-Royce's precision engineering culture and introduced next-generation talent practices.

>> [Read the full case study](#)

Recruitment & employer brand impact

100% offer acceptance rate

2:1 interview-to-offer ratio

13% increase in career site visitors

Celebrating life's moments and shaping a future of togetherness

As Campari Group continued to expand internationally, the company found itself at a pivotal moment: it needed an employee value proposition that would resonate with talent in an increasingly digital world.

Cielo created a strategy that reflected Campari's heritage, values, and future direction. The centerpiece was a dedicated careers website that showcased Campari as an employer of choice and established a space where candidates aren't just visiting — they're staying, exploring, and applying.

>> [Read the full case study](#)

Creating the world's best experiences, making each moment and memory the best it can be

Delaware North, a global leader in hospitality and food service management, wanted to digitize, streamline, and refresh its global talent strategy to better support its expansive operations.

Cielo's HR Technology consultants designed and implemented a seamless iCIMS deployment, establishing the foundation for a new ecosystem built for scale, speed, and consistency. With a modernized tech stack and a more intuitive candidate journey, Delaware North can attract talent more efficiently and deliver a brand-aligned experience worldwide.

>> [Read the full case study](#)



Employer brand & careers site engagement

51% increase in unique visitors

45% increase in conversion rate

502% increase time on site



Operational impact

95% application completion rate

2.44 minutes application completion time, down from 5+ minutes

Scalability & experience

- Improved hiring manager and recruiter experience
- More consistent, brand-aligned candidate experience

Moving at the speed of change

Agility in talent strategy today means navigating constant change with intention and clarity. With talent needs shifting across markets and forecasting becoming less reliable than ever, Cielo's approach is rooted in managing the flow of work, not enforcing a rigid sequence of tasks.

Giving leaders clarity in uncertain moments

Leaders rarely have perfect visibility, so we create space for clients to make sense of what's changing and navigate uncertainty without pressure or judgment. Our role isn't to have all the answers, but to help leaders feel confident making the right decisions in uncertain moments.

Guiding transformation with experience and care

Cielo's implementation leaders are both seasoned TA practitioners and trained change professionals. They anticipate headwinds, identify risks, and ensure transformation truly shifts how work gets done.

“Cielo gives us a level of market visibility we couldn't reach on our own, allowing us to hire the best people the second they are ready to move.”

BILL CLARK, CHIEF PEOPLE OFFICER AT NATIONAL VISION

“Cielo's ability to remain agile and deliver high-quality talent in difficult markets makes them an invaluable partner.”

REBEKAH CRESSWELL, CEO AT PRIORY

Where people, expertise and technology come together

We are building a future where human intuition and AI precision don't just reside together — they amplify one another. By integrating agentic technology with human expertise, we empower people to move faster and think bigger, helping organizations to always be ready for what's next.



Humans

Expert recruiters act as true business partners, curating the candidate and hiring manager experience.

>> [Learn how Cielo optimized hiring for National Vision, opening a new stream of critical talent.](#)



Expertise

Our experience allows organizations to smoothly shift gears without losing focus.

>> [See how Tufts Medicine and Cielo brought both immediate wins and sustainable improvements to the company's talent strategy.](#)



Technology

Our responsible AI and automation tools amplify human capability with data-driven insights that enhance speed and quality.

>> [Discover how Cielo used AI-powered tools to achieve exceptional results for SoftwareOne, with 33 positions filled in just 30 days.](#)

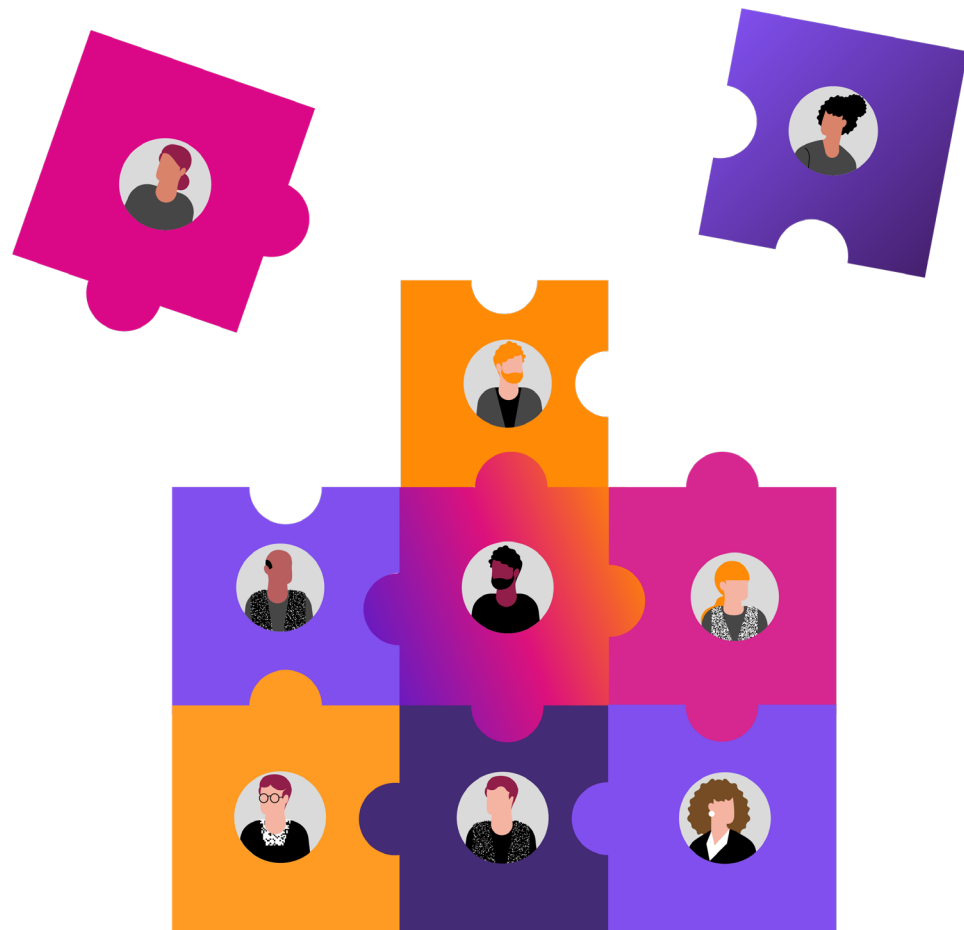
"Agility isn't just about moving faster. It's about understanding what the work needs in the moment and responding with the right humans, insights, and tools to move it forward."



SALLY HUNTER, EXECUTIVE VICE PRESIDENT, REVENUE STRATEGY

Alliances that multiply impact

By integrating directly with leading HCM platforms like Workday and SAP, we help organizations maximize their tech investments through seamless talent solutions that work natively within their existing systems.



Our strategic approach delivers value across three key areas:

1.

Agile deployment & ROI

Accelerating technology implementations and market transitions to ensure new solutions deliver immediate value without the friction of typical disruptive changes.

2.

Intelligence at scale

Leveraging native AI-powered tools and custom-built solutions, like talent intelligence strategy agents, to augment human expertise across the entire talent lifecycle.

3.

Global reach & visibility

Strengthening employer brand and candidate engagement by providing seamless, immediate access to interconnected talent ecosystems worldwide.

“By working with us in trusted platforms, our clients achieve scalable, sustainable results.”

MATT BRANDT, SENIOR VICE PRESIDENT GLOBAL PARTNERS AT WORKDAY

“Transformation happens inside the ecosystems our clients already rely on. As these platforms expand, so does the opportunity to scale outcomes, responsibly and with shared success.”



TARA CASSADY, CHIEF REVENUE OFFICER

The multiplier effect

Cielo’s alliances go beyond technology. 2025 meant expanded global strategic partnerships with **Deloitte** and **Capgemini**, who are guiding the world’s largest enterprises through large-scale business and HR transformation. Within these programs, Cielo brings the recruiting expertise and technology to help organizations move faster and with greater confidence through their transformation journeys.

Guided by the landscape

Market trends do more than just shape the world of work — they guide our journey. At Cielo, understanding the shifting landscape motivates us to evolve, providing the foundation for the creativity and technology needed to deliver meaningful value to our clients.

4 key forces accelerated our evolution

From skills to outcomes: As AI handles discrete tasks, we've pivoted toward helping organizations build flexible teams focused on clear business outcomes, rather than just credentials.

Experience as an imperative: Hiring is a brand-defining moment, so we've doubled down on transparent, personalized journeys that protect employer equity.

The power of inward growth: With internal mobility becoming a strategic necessity, we've enhanced our tools for upskilling and redeployment to fill gaps and strengthen retention.

Applied AI: We've moved from experimentation to intent, integrating AI where it meaningfully augments recruiter judgment and productivity under strong human oversight.

These forces aren't just trends we watch — they're the catalysts for how we design the future of talent. By staying close to these shifts, we ensure our clients move forward with a clear, human-centered plan for growth.

“Cielo continues to innovate with agile talent solutions, addressing the growing demand for flexibility and scalability globally.”

SAILESH HOTA, PRACTICE DIRECTOR AT EVEREST GROUP

What talent leaders should prepare for next

These are the emerging patterns that will matter as leaders evolve their talent strategies:

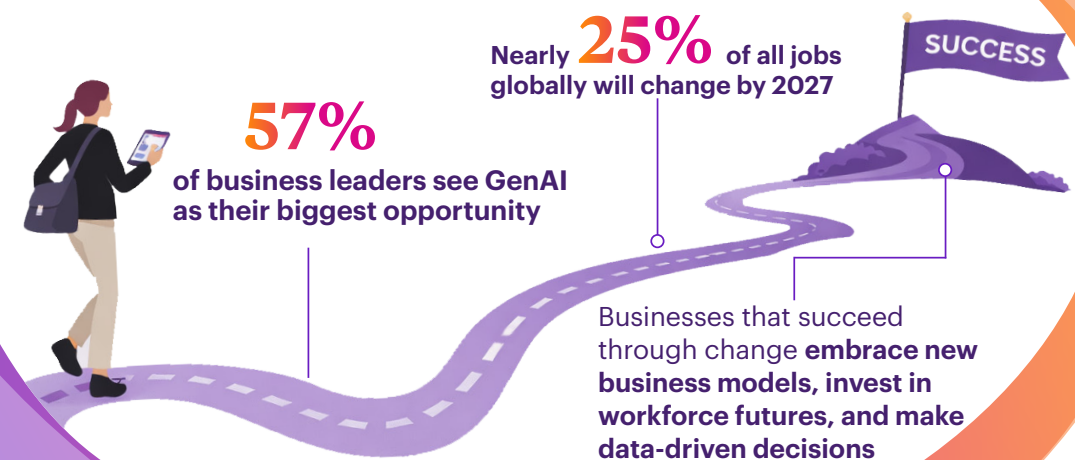
- Human-and-AI collaboration will reshape roles.
- Organizational readiness will matter more than tools.
- Workforce models will continue to bend.
- Leadership will demand more balance between speed and sustainability.
- Boardrooms will require an AI strategy in all parts of the organization tied to value not cost out.

“Leaders are navigating conditions in real time. We help them to make sense of what's changing and decide what matters most.”



CASSIE PIKE, EXECUTIVE VICE PRESIDENT, CLIENT PARTNERSHIPS

What talent leaders are navigating now



Sources: World Economic Forum, MBO Partners, Alix Partners, Visier

The future of human-centric AI

Cielo embraces the belief that AI is transformative only when it amplifies human value. We help organizations navigate the complexities of a changing talent landscape by ensuring their strategies are built for long-term resilience. As the super users of the future, our teams own the work and directly shape how AI needs to function — fusing human intuition with technological precision to drive high-impact results and continuous innovation. ***AI is a tool built by humans, for humans, to drive better outcomes.***

Impact that creates value

Clients experience measurable improvements when AI is embedded in workflows.



Top talent delivered faster

50% reduction in time to source qualified candidates



Talent acquisition teams work more efficiently

30% increase in sourcing productivity



Better candidate experience and deeper trust

85% candidate experience score (5/5 rating)

“AI must serve human experience and create competitive advantage without compromising trust. We’re not just designing talent technology but helping organizations rethink the ways they work.”

MATT JONES, EXECUTIVE VICE PRESIDENT, STRATEGY



Responsible innovation

- **First RPO to earn ISO 42001 certification**, setting the global standard for responsible AI in talent acquisition
- **100% ISO compliance** achieved with zero non-conformities

This certification is independent validation that Cielo’s AI is governed by clear standards that give clients:

- **Confidence** in fair, explainable AI recommendations
- **Verified protection** of data and employer brand integrity
- **Reduced risk** of AI-related compliance issues

>> [Read about our ISO 42001 certification](#)

Expanding potential

Being “on the right side of AI” means designing technology that gives humans more space to be human. When AI handles repetitive, data-heavy work, people gain the time and headspace to focus on what matters most: judgment, relationships, and meaningful decisions. That means:

- **Better hiring experiences** for candidates
- **More meaningful work** for recruiters
- **Greater clarity and speed** for hiring leaders
- **More competitive talent outcomes** for organizations

>> [Learn about our approach to AI adoption](#)

Where purpose meets practice

We've strengthened the structures and behaviors to embed responsibility in our daily operations. It's a reflection of our growing maturity as we move from intention to repeatable practice.

People: Meaningful opportunities

Our approach to responsible business starts with creating systems that expand access, reduce friction, and support meaningful work.

Key actions:

- Advancing skills-based and inclusive hiring approaches
- Embedding inclusion and bias-mitigation into AI-enabled workflows
- Strengthening employee engagement, development, and cross-cultural collaboration across our global workforce

Employee snapshot

36 countries represented

8 global employee network groups

1,100+ volunteer hours contributed globally

72.6% of employees identify as women

7.6% of employees identify as LGBTQIA+

Planet: Environmental stewardship

We've taken meaningful steps toward understanding and managing our environmental impact.

Key actions:

- Initiating a decarbonization roadmap aligned to science-based targets
- Introducing a Supplier Code of Conduct and strengthening sustainable procurement practices
- Integrating environmental considerations into vendor selection, technology use, and infrastructure decisions

Through our partnership with the International Tree Foundation, Cielo helped support the planting of

1.7 million trees

worldwide, contributing to global reforestation on behalf of our clients and communities.



Progress: Ethical governance

We developed a formal framework that holds Cielo's technology to rigorous standards of transparency, security, and human oversight. Beyond our own use, we're committed to enabling the broader industry to use AI more thoughtfully.

100+ talent leaders certified on responsible AI use in just 5 months

Key actions:

- Becoming the first RPO to achieve ISO 42001 certification
- Empowering leaders to responsibly adopt tech through the AI certification for HR & TA
- Maintaining transparent AI policies and practices

“In a sector where decisions impact people so directly, implementing a structured AI management system is a strategic move to manage risk and align with frameworks.”

JOSE MANUEL MATEU DE ROS
FOUNDER & CEO OF ZERTIA

Looking ahead, together, with purpose

The past two decades have proven that when convention is challenged and people are placed at the center, we don't just keep pace with change — we shape it. As we look ahead, the language of our industry will evolve, but the fundamental need for organizations to connect great talent with meaningful work remains constant. Our commitment is to keep our partners at the heart of that conversation.

Our priority is disrupting the status quo before disruption finds them. We enter this next chapter focused on empowering leaders to move forward with confidence.

We provide the global reach, insights, and infrastructure to deliver results. More importantly, we offer an explorer's spirit and a team dedicated to finding a "better way" for every organization we serve. That combination is rare, powerful, and the foundation of everything we will build together in the years to come.

Marissa Geist

Chief Executive Officer

