

How Media Giant PMC Rapidly Scales Engineering Talent to Support Business Growth

Penske Media Corporation Works with X-Team to Provide Top-tier Engineers During Periods of Rapid Business Growth.



PMC

INDUSTRY: MEDIA

X-TEAM CLIENT SINCE: 2017

THE CLIENT

Penske Media Corporation (PMC) is the driving force behind more than 20 of the world's most iconic digital and print brands. The company reaches approximately 412 million monthly active viewers with its eclectic publications' best-in-class coverage of entertainment, music, fashion, art, women's lifestyle, and live events. Some of its most well-known brands include *Rolling Stone*, *IndieWire*, *Billboard*, *Variety*, *Art in America*, and *Women's Wear Daily (WWD)*.

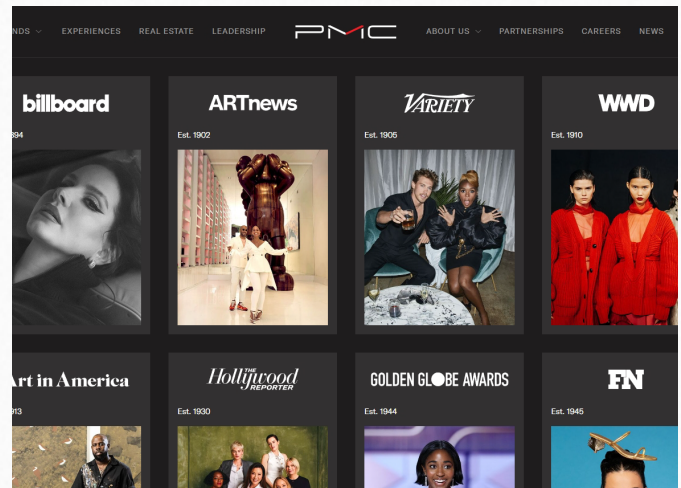
THE SERVICES

Since 2017, X-Team has provided PMC with top-tier engineering talent across its brand and tech stack, which includes WordPress VIP, Gutenberg, CI/CD, Git, Unit Tests, HTML, PHP, CSS, and JavaScript.

THE CHALLENGE

There's never a dull moment at PMC. In addition to managing and publishing nearly two dozen high-profile digital and print magazines, there's the added excitement of continually welcoming new brands into its family.

However, organizations that experience such elastic business demands to scale their engineer-



ing teams often face a downside. The pressure to rapidly source, hire, and onboard senior-level engineers – only to downsize as demand and priorities shift a few months later – creates a volatile work environment that can lead to low morale, reduced productivity, and higher costs.

Anticipating these challenges, PMC positioned itself to meet them with minimal impact to its existing engineering team. In addition to creating significant efficiencies by reducing and fine-tuning its core technologies, the company relies on X-Team for senior-level engineers when it needs to ramp up for an acquisition.

THE RESULTS

The Flexibility of Remote Work Leads to Higher Retention and Greater Productivity

True to its reputation as a progressive media leader, PMC was an early adopter of a remote work environment. “We all enjoy our regularly scheduled face-to-face events, but our remote culture means we have the flexibility to hire people who really fit with our team, and we get top talent from around the world,” said Nicola (Nici) Catton, SVP of Product Delivery at PMC. “When you allow people to work where they want, and, to some extent, when they work, they’re happier and more productive.”

This observation aligns with the experience of thousands of X-Team’s global engineers. According to Amit Sion, Chief Revenue Officer at X-Team, “We get better retention because our engineers’ job satisfaction soars when they can be available when their kids come home from school or when they want to take a walk and get some sunshine in the afternoon.”

PMC particularly appreciates X-Teamers’ ability to fit into its culture—the result of X-Team’s human-led vetting process. “Every X-Teamer who comes to work with us embeds with our processes, and they’re great to work with even when projects get stressful,” Nici said.

X-Teamers’ Versatile Skills and Top Performance Help Improve Site Functionality and Boost Internal Efficiency

X-Teamers have worked on most of PMC’s portfolio, delivering expertise on a variety of projects. “Years ago, when we first started engaging with X-Team, we were working on building a very complex subscription stack,” Nici said. “X-Teamers helped us build it and stayed on to help us maintain it after we

did some large migrations. They’ve helped us with WordPress, built microsites, and done front-end work—and the quality of the people who have come in has been really, really high.”

Forging a Long-term Collaborative Partnership Built on Trust

“Working with an organization I trust that’s going to help us achieve our goals and provide input on solutions that will work for us, versus just trying to get in the door, makes X-Team stand out,” Nici said.

I’ve worked with many agencies over my career, and that’s not always been the feeling I’ve had. But our relationship with X-Team feels like a partnership”

Nicola (Nici) Catton
SVP of Product Delivery at PMC