

“Back for business gave me valuable mentorship thanks to my Lead Entrepreneur, Brian Crowley, whose positivity was contagious and who always made himself available for queries even outside the ‘core’ hours.”

## BARRY PROST

### Yala



In 2010, Barry Prost moved to Bahrain and set up a recruitment company with his business partner, Jamie Groom. Business was booming, but in 2018 the duo and their families decided it was time to return home.

“Myself and my business partner both had young families and the decision to move home was driven by grandparents and getting the kids into the school system in Ireland, which is one of the many things you appreciate about Ireland when you’re away.”

After moving back to Dublin with their families, Barry and Jamie decided to set up a new recruitment company called Yala.ie.

“When we came back to Ireland, I noticed that there had been relatively little innovation in the recruitment industry, that the existing model of companies using 20 agencies to fill their vacancies on a ‘success only’ fee basis was broken and no longer delivering value for the client or the agencies. We felt there was an opportunity for a new approach which we call, Rent

A Recruiter, working on a monthly subscription basis to deliver ‘recruitment-as-a-service’ to SMEs & multinationals and also provide a service that showcases the company’s brand as an employer.

“There is no other company offering a platform like this in Ireland. ‘Rent A Recruiter’ is our managed recruitment service where we embed our Recruiters with our clients. We also use visual content to provide prospective candidates with a ‘window’ to the company, so they can see what it’s really like to work there.”

With three boys under the age of eight, Barry and his wife Ciara appreciate all the extra help they get from their families in Dublin and Barry is also very grateful for the support Yala has received from Back for Business.

“Back for Business gave me valuable mentorship thanks to my Lead Entrepreneurs, Brian Crowley, Susan Spence and Aine Denn whose positivity and advice were invaluable. Thanks to the regular structured roundtable meetings

there was direction and accountability in terms of doing what you said you were going to do.

“Back for Business gave me the opportunity to meet entrepreneurs with diverse backgrounds and get feedback on growing my business. The programme is delivered by industry leaders which gives it significant value and legitimacy. Even with the considerable disruption of Covid-19 during both cycles, we were able to pivot the sessions online pretty seamlessly.”

Yala Consult started out with a team of two in 2018 and had grown to 15 by 2019. The impact of Covid-19 meant they had to reduce staffing levels to 10, but have rebuilt the team to pre pandemic levels and the aim is now to double in size in 2022. They are also hoping to sign up 100 clients this year and expand beyond Ireland. In January 2022 – they have opened their first overseas office in Australia.



#### POSITION

Managing Partner

#### WHAT WE DO

From recruitment to employer branding, we give SME’s the same capability as large corporates when it comes to connecting with and attracting talent.

#### CONTACT US

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