

LEADING NICHE TECHNOLOGY RECRUITMENT BUSINESS VERTICAL IT TO CAPITALISE ON GROWTH WITH RE-BRAND TO onezeero.

Submitted by: onezeero

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Vertical IT is an award winning technology focused recruitment business headquartered in London with offices throughout the UK in Manchester, Birmingham and Leeds.

Formed in 2010, Vertical IT quickly established itself as one of the fastest growing tech specialist recruitment businesses in the UK and Switzerland with vertically aligned and technology focused consultants delivering quality, tailored recruitment services that consistently exceeded staffing remits.

Fast forward to present day, following multiple industry awards and accolades, Vertical IT's growth in areas including digital and software development identified a re-brand opportunity to further capitalise on its burgeoning tech expertise.

onezeero. (<https://www.onezeero.co.uk/>) is launched, embracing Vertical IT's core principles including integrity of service with transparency throughout delivery evoking trust and the best possible candidate experience where respective career needs are of the up-most priority. The onezeero. brand reflects a new era in technology recruitment, fit for an age in which technology permeates every aspect of jobs and lives. At the heart of technology there is simple binary code. onezeero. (<https://www.onezeero.co.uk/>) is binary code and evokes our technical heritage whilst better representing the myriad roles we source for our clients and place our candidates in.

Derek Mackenzie, Managing Director of onezeero. (<https://www.linkedin.com/in/derekgmackenzie>) explains "I'm really excited to launch onezeero., it represents the natural progression of our business and will ensure that we continue to reflect the incredibly dynamic and fast-paced technology market that we service."

Mackenzie continues " Our core remains the same: we're all about providing expert solutions across the technology recruitment spectrum however, we're building on this, not only as we grow our presence in the digital arena but also in placing even greater emphasis on the candidates we work with. As the recruitment industry continues to evolve and become ever-more polarised between direct-sourcing, managed-service models and contingency recruitment, our mission is to provide our candidates with an invaluable route to market and a truly great experience."

About onezeero. (<https://www.onezeero.co.uk/>)

onezeero. is a trading brand of Lorien Resourcing Group, a £422M turnover Technology Recruitment Business who was acquired by Impellam Group in November 2014. Impellam Group Plc is the 2nd largest recruitment company in the UK and 12th worldwide (based on revenue).

Born in 2010 and 'reborn' in 2016 onezeero. is all about providing expert recruitment solutions for all things tech. Our highly accredited business has been honed on masses of technology recruitment experience and we passionately believe in the value of our service.

onezeero. comprises over 60 expert technical recruiters across the UK and has a growing network of

offices, we're already in London, Manchester, Birmingham and Leeds. We're not the biggest and we don't want to be. What we want is to consistently deliver the finest service available in the technology recruitment market today plus provide a great place to work for our staff.

Our recruitment consultants' markets are aligned to technical verticals, thus provide the most knowledgeable route to market. We cover Permanent & Contract roles and have a tonne of opportunities across a wide array of clients, from fledgling start-ups, to major corporates. If you're ready to take a step forward in your tech career, or need expert help to hire, our teams cover:

- erp and crm (<https://www.onezeero.co.uk/our-specialisms/erp-and-crm>)
- software development (<https://www.onezeero.co.uk/our-specialisms/software-development>)
- cloud and infrastructure (<https://www.onezeero.co.uk/our-specialisms/cloud-and-infrastructure>)
- data and analytics (<https://www.onezeero.co.uk/our-specialisms/data-and-analytics>)
- business change (<https://www.onezeero.co.uk/our-specialisms/business-change>)
- web and UX (<https://www.onezeero.co.uk/our-specialisms/web-and-ux>)
- testing and QA (<https://www.onezeero.co.uk/our-specialisms/testing-and-qa>)
- financial tech (<https://www.onezeero.co.uk/our-specialisms/financial-tech>)