



STRENGTHENING UK AI CAPABILITY IN GAMING

STRATEGIC ML PLACEMENTS FOR A GLOBAL ENTERTAINMENT COMPANY |
CASE STUDY

A wide-angle photograph of a city skyline at dusk or dawn. The sky is a mix of blue and orange. Several tall skyscrapers are visible, including a prominent one with a sharp, triangular top. In the foreground, there are lower buildings and a construction crane. A large, red, stylized graphic of a circular arrow with a plus sign inside is overlaid on the bottom right corner of the image.

**CASE STUDY:
ENTERPRISE
ENTERTAINMENT
COMPANY**

OVERVIEW

As part of their global push into AI and machine learning, a leading entertainment company sought to establish a strong technical presence in the UK. This involved hiring two critical roles to anchor their AI capability in Europe and collaborate with partners and stakeholders across the US and Asia. The roles had remained open for months before Harnham stepped in to deliver two high-impact placements, bringing together technical depth, leadership, and a strong cultural fit.

ABOUT THE CLIENT

Our client is a globally recognised entertainment company with over 250 million users. Known for delivering world-class gaming experiences, they're at the forefront of innovation, combining AI, behavioural data, and immersive content to push the boundaries of interactive entertainment.

THE CHALLENGE

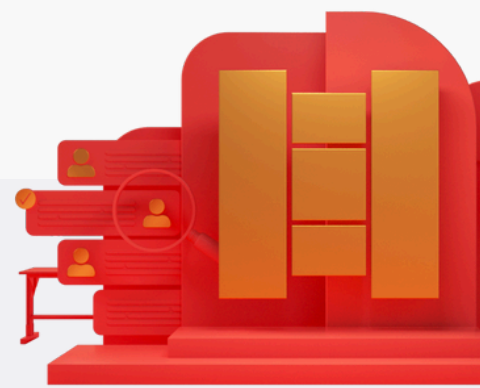
The client needed to fill two critical roles: a Senior ML Engineer and an ML Engineering Manager with deep expertise in GenAI, cloud-first engineering and computer vision. Despite a flexible approach to hybrid working, the roles required individuals based near London with the ability to collaborate across time zones and meet in person when needed. After seven months of internal recruitment efforts, the positions remained unfilled.

THE SOLUTION

Harnham was brought in to lead the search. We partnered with UK talent and global ML leadership teams to refine the brief, provide market insights, and streamline the interview process. We focused on candidates from high-performance teams in large-scale consumer businesses, ensuring alignment with both technical requirements and team culture.

THE BENEFITS

In just 48 days, Harnham placed both roles, helping the client launch their UK AI function. Our candidates brought immediate impact, leading technical delivery, supporting cross-functional collaboration, and driving innovation in computer vision and GenAI projects.



ONGOING PARTNERSHIP

Our collaboration continues with post-hire check-ins, candidate care, and support for future planning.



Harnham remains a trusted partner for the client's ongoing AI and data hiring across regions.



KEY STATISTICS

-  **NUMBER OF PLACEMENTS**
2
-  **CV TO INTERVIEW RATIO**
1.4:1
-  **OFFER ACCEPTANCE RATE**
100%
-  **ROLES PREVIOUSLY OPEN**
7+ Months
-  **INTERVIEW TO PLACEMENT RATIO**
8.5:1

PLACEMENT MADE

- ✓ **Senior Machine Learning Engineer**
 - Provided technical leadership across a distributed global team.
 - Brought deep experience in scalable machine learning infrastructure and stakeholder alignment.

 London  130,000
- ✓ **ML Engineering Manager**
 - Led cross-functional AI projects in GenAI and computer vision.
 - Expert in multimodal systems including image, video, text, and sound, with a background in high-scale consumer platforms.

 London  150,000

GET IN TOUCH

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