

## CASE STUDY

**Sharp Minds places senior consultants into transformation mandates across the Gulf — banking, telecoms, government, mining. It used to run on manual effort: CVs reformatted by hand, candidates shortlisted in spreadsheets, mandates sent one message at a time. Active Digital (ACTXV) turned that operation into a single scalable platform on Softr and Airtable — a public mandate board, an automated applicant pipeline, AI-generated CVs, and a WhatsApp broadcast engine. The business now runs on a system, not on manual work.**

1

platform replaces a manual operation

board · pipeline · CVs · timesheets ·  
billing · broadcast

7+

GCC sectors served

banking · telecoms · government ·  
mining · real estate · more

AI

CVs and briefs, generated

house-format CVs and mandate briefs,  
automatically

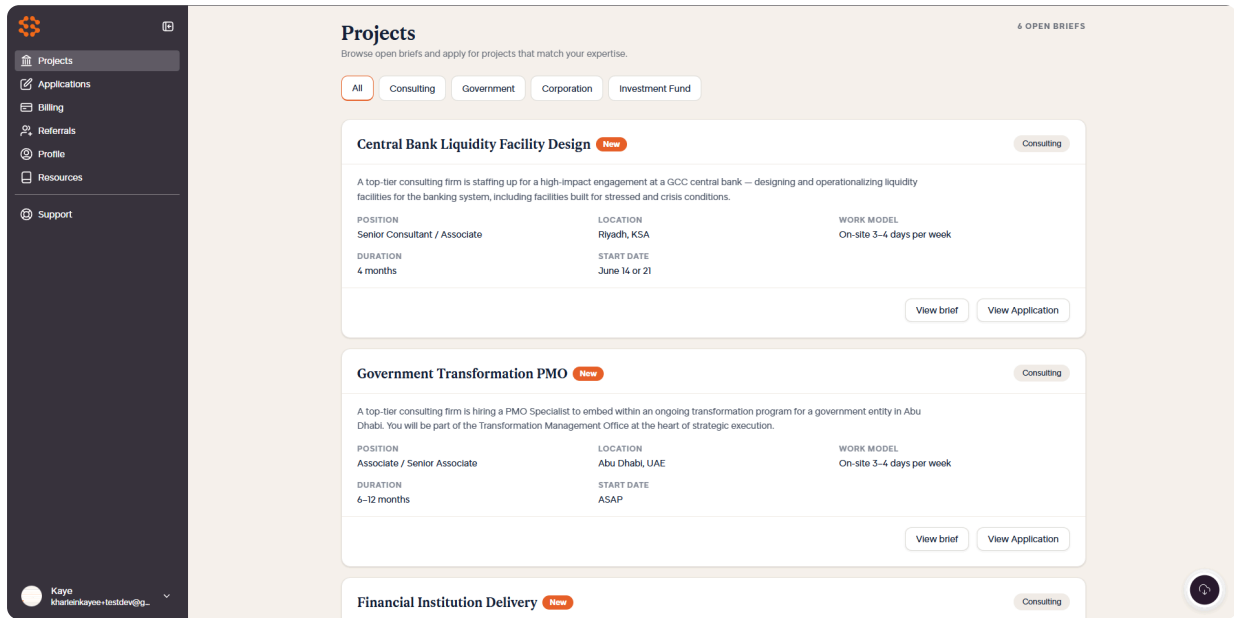
“Love it. Well done — our baby is coming to life.”

— JOERG MICHAELIS, SHARP MINDS

Shared with the company's approval

## THE CHALLENGE

Sharp Minds had to run two hard businesses at once — keep a large network of senior consultants engaged, and serve demanding client mandates across regulated Gulf sectors — and it was doing it by hand. Consultant CVs were reformatted manually into the house template. Applicants were tracked and shortlisted in spreadsheets and inboxes. New mandates were broadcast to the network one message at a time. Timesheets, expenses and invoicing lived in yet more tools. Off-the-shelf recruiting software was too rigid to fit the model, and the manual approach couldn't scale the moment a mandate went out.



Mandate board — live opportunities (demo data)

## OUR APPROACH

### A Public Mandate Board

A public job board where consultants browse live mandates and apply, with a CV required up front. The front door of the business, online and self-serve.

### An Automated Applicant Pipeline

Applications flow through automated shortlisting, a client-facing review interface, interview scheduling, and onboarding — replacing the spreadsheets and manual handoffs with one tracked pipeline.

### AI CV & Brief Generation

AI turns a consultant's raw CV into the Sharp Minds house format, and turns messy client inputs into a polished, on-brand mandate brief ready to broadcast — work that used to be done by hand for every candidate and every role.

### Back Office + WhatsApp Broadcast

Timesheets, expense capture with OCR, invoicing and admin dashboards in one place — and a WhatsApp broadcast engine that pushes every new mandate to the consultant network and feeds applicants straight back into the pipeline. The marketing channel and the operating system are one loop.

## OUTCOME

What was a manual operation is now a platform the business runs on. Mandates broadcast to the whole network at once, applications come in at volume, and intake, shortlisting, interviews, timesheets and invoicing all run in one system instead of scattered tools and manual effort. The engagement moved from "does it work" to "it runs the business."

## CONTINUED PARTNERSHIP

Built over a multi-month engagement and now live and in daily use, on an ongoing retainer with continued feature development. The platform expands with Sharp Minds rather than constraining it.

