



SynergyCraft Consulting

Building Resilient Organisations Through a Human-Centric Approach to Talent

Shweta Singh | The CEO Magazine

The recruitment and HR consulting space has changed significantly over the past few years. Hiring is no longer just about filling roles quickly; it has become a critical part of building resilient organisations through the right people. It was this shift that led to the emergence of SynergyCraft Consulting.

Founded in December 2023 by Mr. Vishwajeet Tyagi, the firm operates at the intersection of talent strategy, executive hiring, and workforce advisory. In a market crowded with transactional recruitment models, SynergyCraft positions itself as a strategic talent partner, one that understands business goals, leadership dynamics, and cultural alignment.

Building a Trusted Presence

SynergyCraft Consulting operates with a clear sense of purpose, guided by its mission to empower businesses through talent that drives growth and innovation. The firm works with startups, mid-sized enterprises, and established organisations across sectors including technology, consulting, BFSI, manufacturing, aerospace and defence, pharmaceuticals and healthcare, automotive electronics, and travel and tourism.

It has steadily built partnerships with over 20 organisations across India and international markets, with a growing portfolio that includes Hensoldt, AVision Systems, Kusum Group of Companies, Kellton, Napino, Terna, and Pick Your Trail. In a relatively short span, SynergyCraft has also built strong relationships with repeat clients,



Vishwajeet Tyagi
CEO - SynergyCraft

successfully closed critical leadership roles, and established itself as a reliable hiring partner. Organic growth through referrals has been among its most meaningful achievements, reinforcing the trust clients place in the firm.

Though young as an organisation, SynergyCraft's place in the market is defined by trust, agility, and depth, qualities shaped by years of hands-on industry experience reflected in its thinking, processes, and outcomes. Anchored in values of integrity, collaboration, and a consistent



pursuit of excellence, the firm envisions becoming the most trusted partner in talent acquisition and workforce excellence.

Mr. Vishwajeet Tyagi, CEO, SynergyCraft

With over 25 years of experience in the HR and talent ecosystem, Mr. Tyagi has worked closely with founders, CXOs, and leadership teams across industries. Over the course of his career, he observed how the right hiring decision could accelerate growth, while a misaligned one could quietly stall momentum and weaken organisational culture.

What stayed with him was how often recruitment decisions were driven by urgency rather than intent. Candidates reduced to resumes, and long-term alignment was pushed aside for short-term outcomes. This persistent gap between people and purpose stayed with him and eventually shaped the foundation of SynergyCraft Consulting. The firm was built on a simple belief: hiring is a responsibility, not a transaction. Guided by this philosophy, Mr. Tyagi set out to create an organisation that prioritises thoughtful decision-making, empathy, and long-term outcomes for both clients and candidates. As the firm evolved alongside the realities of 2025, remote work, skill disruption, and economic uncertainty, its role expanded beyond hiring.

Today, SynergyCraft focuses on building resilient talent ecosystems, helping organisations future-proof their workforce while supporting professionals through meaningful career transitions. In the process, its work has grown from recruitment to trusted workforce advisory.

The SynergyCraft Approach

At the core of SynergyCraft Consulting's offering is a focused portfolio of services that includes leadership and mid-senior-level hiring, strategic talent acquisition solutions, niche and lateral hiring, and HR consulting and advisory support. Each engagement is designed to be customised rather than standardised, ensuring alignment with the client's culture, growth stage, and long-term goals. As Mr. Tyagi puts it, *"The original idea behind SynergyCraft was to humanise recruitment."*

This customised approach extends to how the firm works with clients and candidates. What differentiates SynergyCraft is its relationship-driven mindset, where time is invested in understanding people on both sides of the hiring process. Deep stakeholder engagement, strong ethical standards, and a consultative approach, balanced with speed and accuracy, define its competitive edge. As a result, the firm has built long-term partnerships rather than short-term, transactional engagements.

Navigating Uncertainty

The startup ecosystem in 2025 is marked by uncertainty, cautious funding, and an increased focus on efficiency. For SynergyCraft Consulting, this environment has reinforced the importance of clarity over speed and fundamentals over scale. Operating with a lean structure, the firm stays agile through quick decision-making and constant market listening, investing time in understanding hiring trends, evolving skill requirements, and industry-specific challenges. Being a founder-led and bootstrapped organisation has allowed SynergyCraft to navigate shifting

investor sentiment without external pressure. This independence has enabled a focus on financial discipline, sustainable growth, and consistent value delivery, even amid global economic uncertainty. Internally, flexibility, shared ownership, and transparent communication form the backbone of how the organisation operates. Continuous learning is actively encouraged through regular exposure to industry forums, seminars, and on-ground interactions, helping teams stay closely aligned with evolving business needs.

The journey has not been without challenges. Building credibility as a new brand, managing cash flow, and scaling responsibly demanded patience and discipline. *“Entrepreneurship is never linear,”* Mr. Tyagi reflects. These experiences reinforced the value of trust, empathy, and accountability, and the belief that people must be valued alongside performance. As the firm looks ahead, SynergyCraft remains open to strategic investment to support thoughtful expansion across HR verticals, with the long-term aim of evolving into a comprehensive partner for workforce excellence and transformation.

Human-Centric Innovation

As SynergyCraft looks toward the future, technology is used as an enabler rather than a replacement for human judgement. AI-enabled tools support candidate mapping, screening, and data-driven insights, improving efficiency while keeping conversations and decision-making firmly people-centric. This balanced use of technology allows the firm to enhance outcomes without losing the empathy and context that define effective hiring.

This philosophy extends to how the organisation views sustainability and social impact. Ethical hiring practices, diversity, and fair opportunity are embedded into its culture, with a conscious effort to support professionals from non-traditional backgrounds by focusing on potential rather than pedigree. Internally, flexible working practices, inclusive policies, and continuous learning through industry exposure help foster a workplace that values growth and belonging. Mr. Tyagi says, *“Our impact lies in helping people find careers that grow with them, not just jobs that fill gaps.”*

Recent initiatives reflect this long-term thinking in practice. A partnership with a leading agriculture-based organisation underscores SynergyCraft's commitment to workforce transformation in sectors critical to the economy. By building strong talent frameworks for the agriculture ecosystem, the firm is contributing to the development of skilled professionals who can support modernisation and long-term capability building.

The Next Chapter

Looking ahead, SynergyCraft Consulting aims to expand its role as a comprehensive workforce transformation partner. Alongside strengthening its core talent acquisition practice, the firm plans to add strategic HR verticals such as learning and development, performance management systems, and psychometric profiling for senior and critical leadership hiring. Expansion across sectors and geographies remains central to this growth strategy.

As 2025 draws to a close, the firm continues to reinforce its commitment to purposeful talent and workforce excellence. A renewed focus on ethical hiring, strategic workforce solutions, and long-term value creation defines the road ahead, with deeper industry partnerships and vertical expansion reflecting a vision of helping organisations and professionals grow together with clarity, resilience, and lasting impact.

LEADERSHIP MANTRA

ADVISING ASPIRING ENTREPRENEURS, MR. TYAGI SHARES, *“IN TODAY’S ENVIRONMENT OF UNCERTAINTY AND INNOVATION, IT IS IMPORTANT TO STAY ROOTED IN PURPOSE WHILE REMAINING ADAPTABLE. FOCUS ON SOLVING REAL PROBLEMS, BUILD STRONG FUNDAMENTALS, AND INVEST IN PEOPLE BEFORE SCALING. EQUALY IMPORTANT IS MAKING GENUINE CONNECTIONS, BECAUSE MEANINGFUL GROWTH IS OFTEN A BYPRODUCT OF STRONG RELATIONSHIPS, NOT A GOAL IN ITSELF. CONSISTENCY, INTEGRITY, AND A GENUINE UNDERSTANDING OF THE NEEDS OF BOTH CLIENTS AND INTERNAL TEAMS ARE WHAT ULTIMATELY SHAPE BUSINESSES THAT ENDURE.”*