PMC Scales Engineering Talent to Support Rapid Growth

Company	Industry	Headquarters	Project Start
PMC	Media	Los Angeles	2017

Project Summary

Penske Media Corporation (PMC) partnered with X-Team to augment its engineering capabilities during periods of rapid growth. X-Team provided senior-level engineers who seamlessly integrated into PMC's workflows, delivering expertise across a diverse tech stack to support high-traffic websites, microsites, and subscription services.

> Working with an organization I trust that's going to help us achieve our goals and provide input on solutions that will work for us, versus just trying to get in the door, makes X-Team stand out. I've worked with many agencies over my career, and that's not always been the feeling I've had. But our relationship with X-Team feels like a partnership.
>
> Nicola (Nici) Catton, SVP of Product Delivery, PMC

Client

Penske Media Corporation (PMC) is the driving force behind more than 20 of the world's most iconic digital and print brands, including *Rolling Stone*, *IndieWire*, *Billboard*, *Variety*, *Art in America*, and *Women's Wear Daily (WWD)*.

Challenge

As PMC acquired more media brands, they needed a flexible team of engineers who could adapt to changing staffing needs.

Services

X-Team has provided PMC with top-tier engineering talent across its brand and tech stack, which includes WordPress VIP, Gutenberg, CI/CD, Git, Unit Tests, HTML, PHP, CSS, and JavaScript.

Results

Scaling Engineering Capabilities with Precision

By providing senior-level engineers on demand, X-Team ensured PMC's web properties remained robust, responsive, and engaging, even during periods of significant business growth.

Delivering Expertise That Drives Results

X-Teamers have played a key role across PMC's portfolio, improving site functionality and internal efficiency through deep technical expertise.

"Years ago, when we first started engaging with X-Team, we were working on building a very complex subscription stack," said Nicola (Nici) Catton, SVP of Product Delivery at PMC. "X-Teamers helped us build it and stayed on to help us maintain it after we did some large migrations. … The quality of the people who have come in has been really, really high."

Seamless Integration into PMC's Culture

PMC has particularly appreciated X-Teamers' ability to integrate seamlessly into their team, stay focused under pressure, and contribute effectively even when project requirements shift. "Every X-Teamer who comes to work with us embeds with our processes, and they're great to work with even when projects get stressful," said Catton.