



**THE**  
*sales*  
**EXPERTS**



# CASE STUDY

HOW WE HEADHUNTED A SENIOR NY BASED FINTECH NEW BUSINESS MANAGER IN 10 WEEKS



## CLIENT

Madrid headquartered IT company

## SPECIALISATION

Artificial Intelligence Solutions

## SUMMARY

Our client needed a rainmaker to sell a leading ESG AI platform solution for investment fund managers



## CLIENT BACKGROUND

Our client is a Madrid headquartered company that is focused on delivering a powerful tech platform that provides insights on the social and environmental impact of over 30,000 organizations with offices in Madrid, New York and London.

The target market for our client is mid-market to very large brands delivering critical client awareness through media insights.

A sustainability technology platform uses machine learning to deliver environmental and social insights to investors.

## KEY STATISTICS

### HUMAN RESOURCES

- 1** BUSINESS DEVELOPMENT MANAGER
- 2** SENIOR RECRUITERS
- 6** TALENT ACQUISITION MANAGERS

### TOTAL HOURS

**185**

### TIMEFRAME

**10** WEEKS



## REQUIRED ROLES

- 1** One, very senior rainmaker role.

Master's Degree in business, engineering. 3+ years of experience in B2B sales. Experience in ESG funds/investing is a plus. Entrepreneurial mindset, hunger to grow a business, and willingness to work in a collaborative environment. Confidence to be a rainmaker.

## RECRUITMENT STRATEGY

We developed a custom database of Manhattan based, working, senior full-sales cycle Enterprise Sales Executives with Full Sales experience selling into fund managers, family offices and banks. Base salary was circa USD\$200K with double on-target earnings.

Our approach involved targeted research, connection, engagement, and presentation of the opportunity. We focused on reaching out to professionals with exceptional profiles and a proven track record of sales success.

We collected detailed résumés and support documents, interviewed each candidate and completed The Sales Experts - Sales Hunter Intelligence Evaluation Assessment©

Once our assessments were finished, we presented all top-rated candidates to our client for review. Our client conducted their own assessment and series of interviews. Upon final selection we assisted with the offer process.

# RESULTS

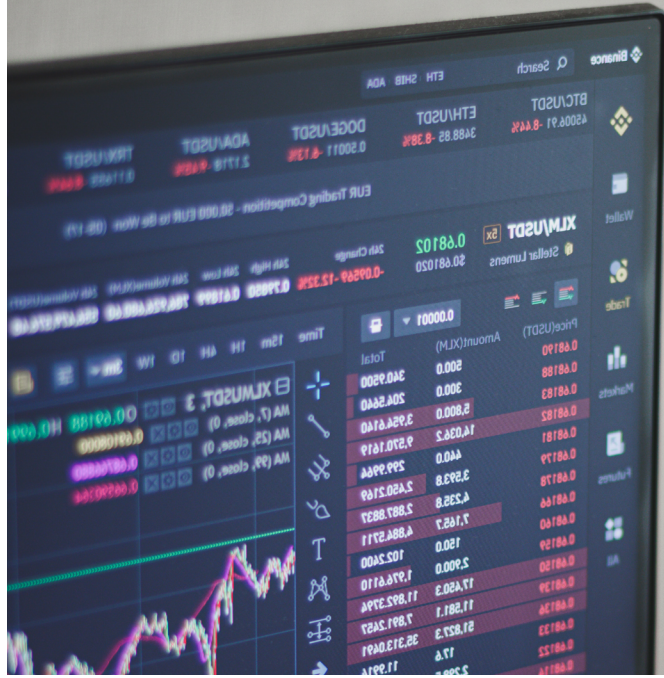
Our client had a focused streamlined recruitment process with a maximum of three interviews so we were able to close the role in 10 weeks.

## NY Based Very Senior Rainmaker



- \*\*Cold Screening of Candidate Profiles
- Agency Side Interviews Conducted
- Candidates Presented
- Client-side Interviews Conducted

\*\* Cold Screening represents the initial group of candidates identified as having a potential fit to the search parameters. These candidates were then contacted and those interested in the opportunity were further screened prior to scheduling Agency Side interviews.



# CONCLUSION

This was a unique opportunity for us to navigate the Manhattan financial software markets. Our main goal was to identify and support exceptional candidates through an eight-stage interview process. Top financial software sales professionals are an elite group of salespeople who are challenging to reach and difficult to pitch and interview. Despite the challenges, our team successfully recruited top-tier talent and achieved a positive outcome for our client.

This case demonstrates the success of a focused and cooperative recruitment approach. Placing a new fintech business hunter not only fulfills our client's immediate needs but also ensures their ongoing success in the dynamic global financial market.

