

CASE STUDY

HOW WE HEADHUNTED 13 ROLES
IN 18 WEEKS FOR A GLOBAL
DIGITAL SIGNAGE START-UP



CLIENT

Technology Start-up

SPECIALISATION

Digital Signage/AV sector

SUMMARY

Our task was to source experienced and senior salespeople from digital signage manufacturers and value-added resellers (VARs) in multiple countries simultaneously.

KEY STATISTICS

HUMAN RESOURCES

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

TOTAL HOURS

1255

TIMEFRAME

18 WEEKS

CLIENT BACKGROUND

Our client, a technology start-up in the digital signage industry, was assembling a new global sales team. They are renowned for their pioneering work in 3D holographic display technology, used for dynamic, floating visual presentations in sectors like advertising, retail, and entertainment. Their main product is an advanced 3D holographic display system that combines specialized hardware and software to create lifelike images that seem to float in mid-air without special glasses.

REQUIRED ROLES

- 1** USA-based Key Account Manager. **4 positions.**
- 2** Italy-based Key Account Manager. **1 position.**
- 3** France-based Key Account Manager. **1 position.**
- 4** Germany-based Key Account Manager. **1 position.**
- 5** Spain-based Key Account Manager. **1 position.**
- 6** South Africa-based Key Account Manager. **1 position.**
- 7** UK (London)-based Key Account Manager. **2 positions.**
- 8** UK (London)-based Head of Sales. **1 position.**
- 9** Copywriter. **1 position.**
- 10** Product Manager. **1 position.**

RECRUITMENT STRATEGY

The challenge was to find multiple candidates in various markets, focusing on experienced professionals with strong industry connections. We needed to compile a database of top digital signage professionals across seven countries and passionately pitch the opportunity with a new industry start-up.

Our approach involved researching, connecting, engaging, and presenting this compelling opportunity to only the best sales professionals with impressive sales track records.

We conducted detailed interviews, collected resumes and support documents, and administered The Sales Experts - Sales Hunter Intelligence Evaluation Assessment®. After completing our assessments, we presented selected candidates to our client for further review and interviews. We assisted with the offer process, and due to our client's streamlined recruitment process, all roles were closed within 18 weeks.

RESULTS

Global Sales Team



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

The outcome was highly successful. The client was extremely pleased, with all 13 hires passing the six-month probation period. The new hires brought with them a wealth of experience and industry connections, leading to positive effects such as increased sales, expanded market reach, and enhanced brand visibility. This success has pushed our client for further growth and innovation, strengthening its position as a leader in the digital signage industry.