

PREPARED BY
THE LEADERSHIP AGENCY

A CASE STUDY WITH:



A YEAR OF
GROWTH

THE**LEADERSHIP**AGENCY



A YEAR OF GROWTH

Growing your organization and headcount can be a daunting task. It takes a lot of strategy, planning, and insight. How many hires should you make? When is the right time to ramp up your hiring? And how do you make the right hires at all levels of the organization?

ABOUT US, THE LEADERSHIP AGENCY

The Leadership Agency is North America's recruitment partner of choice for the fastest-growing startups. With a mission to help build the most impressive companies of our generation, The Leadership Agency helps startups find and hire best-in-class talent. As industry disruptors with over 15 years of experience and award-winning services, The Leadership Agency has truly become the one-stop-shop for startup recruitment.

Working exclusively with startups, The Leadership Agency reaches all lines of business, including C-level, sales, leadership, tech, finance, marketing, and more.

Visit: www.leadershipagency.com for more information.

Check us out on:

LinkedIn: [/theleadershipagency](https://www.linkedin.com/company/theleadershipagency)

Instagram: [@theleadershipagency](https://www.instagram.com/theleadershipagency)

Twitter: [@weheartstartups](https://twitter.com/weheartstartups)

THE NUMBERS

OUR STATISTICS

Numbers tell us a lot about a search. They not only provide us with real-time data but also insights into the talent market. The following statistics have been collected over a period of one year, in which TouchBistro saw many changes and experienced enormous growth.

1
YEAR

RAISED **\$16.3 MILLION** CAD
SERIES C & **\$72 MILLION**
CAD SERIES D

LAUNCHED INTO **3** NEW
MARKETS

14
HIRES

8 ACCOUNT EXECUTIVES, TORONTO
2 ACCOUNT EXECUTIVES, VANCOUVER
2 ACCOUNT EXECUTIVES, CHICAGO
1 SALES MANAGER
1 DIRECTOR, BUSINESS
DEVELOPMENT

5
LEADERS

WE'VE WORKED WITH **5**
HIRING MANAGERS ACROSS
THE ORGANIZATION

A black and white photograph of a woman in a restaurant setting, wearing a striped shirt, interacting with a TouchBistro iPad POS system. The background is slightly blurred, showing a restaurant interior.

THE COMPANY

MORE ABOUT OUR CLIENT, TOUCHBISTRO

TouchBistro is one of the fastest-growing startups in North America. Their iPad POS and integrated payments solution is built for restaurant people, by restaurant people. Used in more than 100 countries, TouchBistro has powered over 25,000 restaurants worldwide and is changing the way restaurateurs do business.

TouchBistro has been recognized globally for its technology, its people, and its culture. They are also ranked as the #1 app in 40 countries, and is the #1 iPad restaurant POS system.

TOUCHBISTRO'S VISION & VALUES

The Leadership Agency is committed to working with companies that uphold the same values of inclusivity, transparency, and commitment to diversity. TouchBistro is a company comprised of restaurant experts who are passionate about improving the experience of restaurant owners, staff, and customers. They stand for values of passion, collaboration, respect, accountability, and innovation.

THE CHALLENGE & SOLUTION

OUR PROCESS

Since being founded in 2010, TouchBistro has had one goal: to support the passion of restaurateurs through cutting-edge technology. Powering over 25,000 restaurants in more than 100 countries worldwide, TouchBistro is changing the way restaurateurs do business.

The team at TouchBistro initially engaged The Leadership Agency back in 2017 to discuss their search for Account Executives, as they were expanding into three new markets. Fast forward to 2018 and 2019, The Leadership Agency has now helped TouchBistro find and hire over 14 top talent leaders. The Leadership Agency's first step in its unique sourcing process began with a debrief call with TouchBistro to fully understand their requirements and gain in-depth knowledge of the company, the culture, and the brand.

DISCOVERY WITH THE TOUCHBISTRO TEAM

- **Meeting with the Team:** Our team sat down with several members of TouchBistro's leadership team, including their CMO, VP Sales, and Talent Acquisition team to discuss the scope of the role.
- **Company Culture Analysis:** The Leadership Agency begins every search by learning the company culture, and understanding the core values of the team and leadership.

- **Revenue Model Analysis:** To truly align with the goals of a business – and identify and attract the best candidates for the role – requires an understanding of the financials. The Leadership Agency acquires comprehensive knowledge of a company's revenue model by asking the right questions: Are they looking to grow current contract revenue, acquire net new business, lower their churn rate, increase monthly recurring revenue, expand into new markets, or go up-market and get to the enterprise?

SETTING TIMELINES

The Leadership Agency set up transparent and aggressive timelines in advance so that TouchBistro would know what results to expect and when. TouchBistro understood and approved the precise dimensions of the search including:

- The date of when candidates and a talent market analysis will be presented
- A fully managed interview process
- Candidate profiles and analysis tools
- Strategic offer guidance

THE RESULTS

Within an hour of its initial consultation, The Leadership Agency launched the search. Key deliverables included:

- Each search was launched in an hour
- Within five business days of each, TouchBistro was presented with vetted, qualified candidates, and a talent market analysis
- The Leadership Agency team held detailed conversations with hundreds of potential sales leaders to find just the few who would be great fits for the TouchBistro brand and team
- Over the course of a year, TouchBistro has made nearly 15 hires with the help and expertise of The Leadership Agency

TOTAL HIRES MADE:

14