

PREPARED BY
THE LEADERSHIP AGENCY

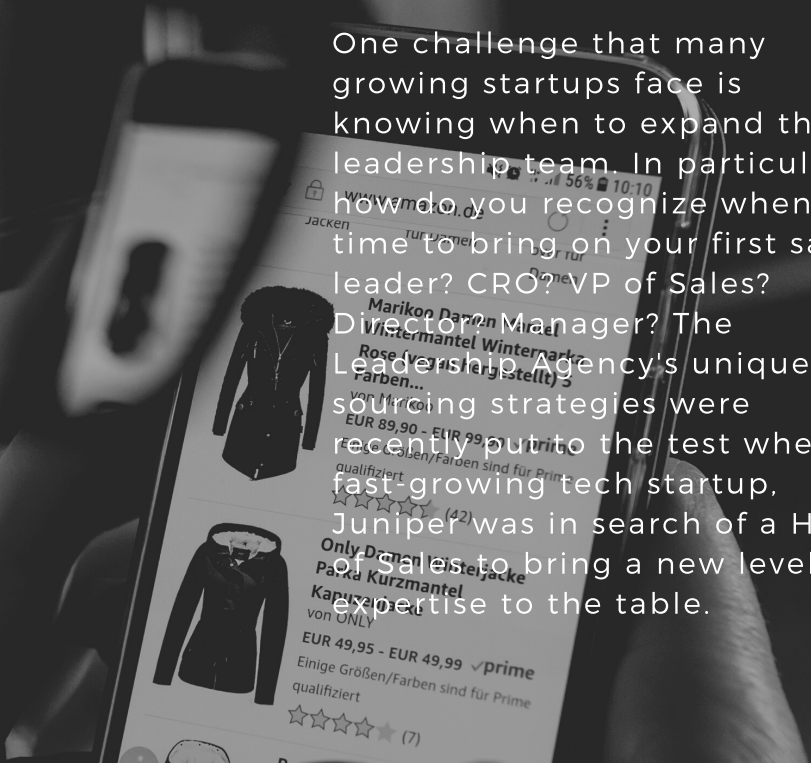
A CASE STUDY WITH:



HEAD OF
SALES

THE **LEADERSHIP** AGENCY

HIRING A NEW SALES LEADER



One challenge that many growing startups face is knowing when to expand their leadership team. In particular, how do you recognize when it's time to bring on your first sales leader? CRO? VP of Sales? Director? Manager? The Leadership Agency's unique sourcing strategies were recently put to the test when fast-growing tech startup, Juniper was in search of a Head of Sales to bring a new level of expertise to the table.

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.

TIMELINE:



PRESENTED:



INTERVIEWED:



PLACED:



THE COMPANY

MORE ABOUT OUR CLIENT, JUNIPER



Juniper is an end-to-end premium merchandising solution for the world's largest influencers. They work with influencers in the top 10% in various mediums like Youtube, TikTok, Instagram to translate their brands into reality.

Founded in 2016, Through the support of the creative team and an unparalleled supply chain system, they are able to design, manufacture, and ship fully customized products direct to consumers all over the world. They go above and beyond typical merchandise products helping deliver over 10x increase in revenue over traditional merch (like hoodies and t-shirts), and are on a mission to help influencers take their brand to the next level.

THE CHALLENGE & SOLUTION

OUR PROCESS

The team at Juniper engaged The Leadership Agency and tasked them with finding a Head of Sales. The Leadership Agency's first step in its unique sourcing process began with a debrief call with Juniper to fully understand their requirements and gain in-depth knowledge of the company, the culture, and the brand. With a solid understanding of the company and role, The Leadership Agency team launched the role within one hour and went to market.

DISCOVERY WITH THE JUNIPER TEAM

- **Meeting with the Team:** Our team sat down with four members of their Senior Leadership Team, including their COO and Co-Founders to discuss the scope of the Head of Sales 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 the Juniper team would know what results to expect and when. Juniper 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:

- Search launched in an hour
- Within five business days, Juniper was presented with vetted, qualified candidates, and a talent market analysis
- The Leadership Agency team held detailed conversations with a number of industry leaders to find just the few who would be great fits for the Juniper brand
- Within just 3 months Juniper had their Head of Sales hired and ready to onboard

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