

PREPARED BY  
THE LEADERSHIP AGENCY

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# A CASE STUDY WITH:

**intelli**HR

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5 MONTHS  
OF GROWTH

THE LEADERSHIP AGENCY



## 5 MONTHS 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](http://www.leadershipagency.com) for more information.

Check us out on:

LinkedIn: /theleadershipagency

Instagram: @theleadershipagency

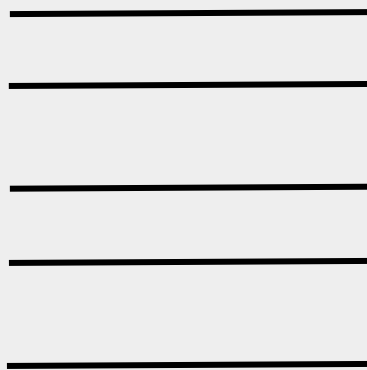
Twitter: @weheartstartups

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 five months, in which intelliHR saw many changes and experienced enormous growth.

**5**  
**MONTHS**



ALY KASSAM BECAME NEW VP OF SALES

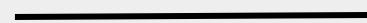
LAUNCHED FIRST NORTH AMERICAN SDR LEADER

LAUNCHED FIRST NORTH AMERICAN CUSTOMER SUCCESS MANAGER

LAUNCHED FIRST NORTH AMERICAN DEMAND GENERATION MANAGER

LAUNCHED UK MARKET; HIRED FIRST ACCOUNT EXECUTIVE, SDR AND CUSTOMER SUCCESS MANAGERS IN THE UK

**50+**  
**CANDIDATES**



**50+** CANDIDATES WERE INTERVIEWED AND PRESENTED

**6**  
**HIRES**



SDR LEADER (**NORTH AMERICA**)  
ACCOUNT EXECUTIVE (**UK**)  
2 CUSTOMER SUCCESS MANAGERS (**UK**)  
DEMAND GENERATION MANAGER (**VANCOUVER**)  
CUSTOMER ACCOUNT MANAGER (**TORONTO**)

THE COMPANY

# MORE ABOUT OUR CLIENT, INTELLIHR

**IntelliHR** is an Australian HR technology business, developing leading edge cloud-based People Management Software-as-a-Service. As the world's only analytics-first software-as-a-service, IntelliHR has advanced big data collection and analytics capabilities at its core. The platform allows organizations to maintain a real-time handle on performance, create a culture aligned with business strategy and contribute to strategic decision-making with data-driven insights.

IntelliHR started with developing a thorough human capital management analytics framework. They wanted to provide a business intelligence dashboard that showed all the analytics and metrics that were important about people. Their customers were not analytics experts, so the software would become that for them. They travelled overseas to Canada, UK and the US and immersed themselves in analytics communities to bring the best to their product.

### INTELLIHR'S PRIORITIES

IntelliHR takes pride in their purpose, vision, and mission. Their **purpose** is to have a meaningful and positive impact on people's lives at work so they can do their best. Their **vision** is to be the #1 people technology platform in the world, renowned for transforming workplaces for the better. And their **mission** is to be the most valuable, addictive, and must-have technology every person, leader, and enterprise worldwide.

### DIVERSITY, EQUALITY & INCLUSION AT INTELLIHR

The Leadership Agency is committed to working with companies that uphold the same values of inclusivity, transparency, and commitment to diversity. IntelliHR has a people-first culture and puts high value on openness, truthfulness, transparency, inclusivity and being different. They believe they have a role in helping create an environment that everyone feels safe in.



***"Thank you again for you and the team's help! It's been such a pleasure working with you all and I know Aly agrees with me in saying the professionalism and speed at which you've helped execute these roles have been impressive! Again, thanks for all your help and flexibility with our ever-changing list of needs!"***

- GLENN DONALDSON, PRESIDENT

## THE CHALLENGE &amp; SOLUTION

# OUR PROCESS

Since being founded in 2013, intelliHR has experienced enormous growth. The company has released over 1745+ product updates, has expanded its reach globally, and in 2018 had become an ASX listed company. In 2021, intelliHR was listed in G2 Company's Top 10 Best B2B companies in Brisbane.

The team at intelliHR initially engaged The Leadership Agency back in April 2021 to discuss their search for two roles: a SDR Team Lead and an Account Executive. On top of those two roles, the Leadership Agency has helped intelliHR find and hire two Customer Success Managers, a Demand Generation Manager, and a Customer Account Manager. The Leadership Agency's first step in its unique sourcing process began with a debrief call with intelliHR to fully understand their requirements and gain in-depth knowledge of the company, the culture, and the brand.

- **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?

## DISCOVERY WITH THE INTELLIHR TEAM

- **Meeting with the Team:** Our team sat down with several of intelliHR's hiring managers, including their VP of Sales, SDR Leader, Head of Marketing, President, Head of Support, and Head of Customer Success
- **Company Culture Analysis:** The Leadership Agency begins every search by learning the company culture and understanding the core values of the team and leadership.

## SETTING TIMELINES

The Leadership Agency set up transparent and aggressive timelines in advance so that intelliHR would know what results to expect and when. The team 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 the initial consultation, The Leadership Agency launched the search. Key deliverables included:

- Each search was launched in an hour
- Within five business days of each launch, intelliHR was presented with vetted, qualified candidates, and a talent market analysis
- The Leadership Agency team held detailed conversations with the team of hiring managers to thoroughly discuss who would be a great fit for the intelliHR brand and team
- Over the course of five months, intelliHR has made 6 top talent hires with the help and expertise of The Leadership Agency

TOTAL HIRES MADE:

6

THELEADERSHIPAGENCY