

**PREPARED BY**  
THE LEADERSHIP AGENCY

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# **A CASE STUDY WITH: STREET CONTEXT**

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THE**LEADERSHIP**AGENCY



# ENTERPRISE SALES RECRUITMENT AND HEAD OF PEOPLE OPERATIONS

One challenge that many growing startups face is knowing when to expand their teams. In particular, how do you bring on a People leader, while simultaneously hiring for sales professionals? The Leadership Agency's unique sourcing strategies and approaches were used to provide guidance and recruitment expertise on this dynamic search.

## **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](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.

HEAD OF PEOPLE OPERATIONS

TIMELINE:

90  
DAYS

PRESENTED:

6  
CANDIDATES

INTERVIEWED:

5  
CANDIDATES

PLACED:

1  
MANAGER,  
PEOPLE  
OPERATIONS

ENTERPRISE ACCOUNT  
EXECUTIVES

TIMELINE:

60  
DAYS

PRESENTED:

13  
CANDIDATES

INTERVIEWED:

12  
CANDIDATES

PLACED:

2  
ENTERPRISE  
ACCOUNT  
EXECUTIVES



## THE COMPANY

# MORE ABOUT OUR CLIENT, STREET CONTXT

Street Contxt is an Enterprise FinTech company on a mission to intelligently connect the Capital Markets. Founded by a former Wall Street Equity trader and founding team member of IEX Group they provide category-creating communication technology to the distributors and consumers of research in our global markets.

Backed by Silicon Valley's hottest VCs and industry heavyweights, Street Contxt aims to become ubiquitous with the distribution, discovery, and consumption of market-moving information.

## **STREET CONTXT'S COMMITMENT TO TRANSPARENCY**

The Leadership Agency is committed to working with companies that uphold the same values of inclusivity, transparency, and commitment to diversity. Street Contxt is dedicated to transparency in every aspect, including in the interview and hiring process. "We believe in the value of a transparent workplace and full disclosure – you'll see everything from complete board decks to annual plans."

## THE CHALLENGE & SOLUTION

# OUR PROCESS

Building upon the the initial success of their Edge product, which is currently used by some of the largest and most reputable investment banks in the world, Street Contxt is now establishing an "information protocol" that will enable a programmatic, high-speed exchange of research.

The team at Street Contxt engaged The Leadership Agency to find them a Head of People Operations in addition to Enterprise Account Executives. The Leadership Agency's first step in its unique sourcing process began with a debrief call with Street Contxt 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 roles, The Leadership Agency team launched the role within one hour and went to market. In just five business days, The Leadership Agency presented the first round of candidates to Street Contxt's leaders.

## DISCOVERY WITH THE AFTERPAY TEAM

- **Meeting with the Team:** Our team sat down with Street Contxt's CEO and Head of Talent to discuss the scope of the roles.
- **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 Street Contxt would know what results to expect and when. Street Contxt 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



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, Street Contxt 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 Street Contxt brand
- Within 30 days Street Contxt made their Head of People Operations hire
- Within 90 days Street Contxt hired two Enterprise Account Executives

**THIS SEARCH WAS LED BY:**



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