

lmn Case Study

LMN's First CRO Hire



From **Founder-Led** to Building LMN's **CRO** Function

How do you transition from a founder-led vision to a robust, revenue-driving strategy? With a thriving customer base and growing product offering, the need for a seasoned Chief Revenue Officer (CRO) became clear. As LMN continued its rapid growth, they needed a strategic leader to drive its sales and marketing efforts forward—someone who could elevate the brand's market presence.

The Leadership Agency (TLA) recruits for the most impressive companies of our generation. Our mission is to help high-growth companies make their best hires. We are a women-led company and believe in diversity, inclusion & belonging - diverse teams are strong teams.

We do it differently.

We're not just recruiters—we're your partners in building the teams of tomorrow.

Where to find us:



/theleadershipagency



@theleadershipagency



leadershipagency.com

3000+
placements

300+
clients

50%
women and/or BIPOC
placements

30%
clients Seed-C

Search 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

16
WEEKS

Candidates

14
PRESENTED

Interviews

12
CANDIDATES

Placements

1
CRO

Landscape Management Network (LMN) is a fast-growing, founder-led SaaS company transforming how landscaping businesses operate and grow. Their all-in-one business management platform helps contractors increase profitability, efficiency, and scalability. While the industry average sits at a slim 2-3% profit margin, LMN helps customers boost that to 20% by optimizing planning, training, and resource management.

With 3,000+ landscape business owners using the platform, over 250,000 employees rely on LMN's tools every day

Backed by Serent Capital since 2020, LMN has continued to expand rapidly—most recently acquiring Greenius, an online training solution—and has earned multiple Great Place to Work awards for culture, technology, and leadership.

How we helped LMN

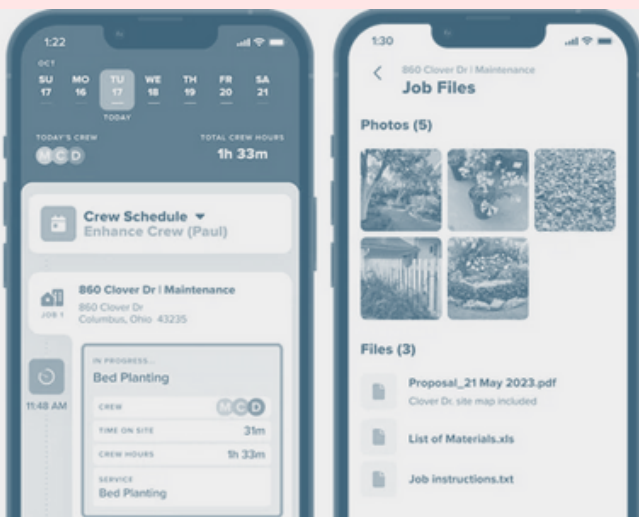
Built by industry veteran and CEO Mark Bradley—who scaled his own landscaping business to \$50M—LMN was designed by landscapers, for landscapers.

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TLA is the best agency and recruiters I have ever worked with. Thank you for all your support in building our team.



Darrell Cox
Chief Finance Officer



1

Discovery with the CEO, CFO & VP of People

2

Meeting to understand the criteria of the exclusive search

3

Search project launched within 1 hour of approval

4

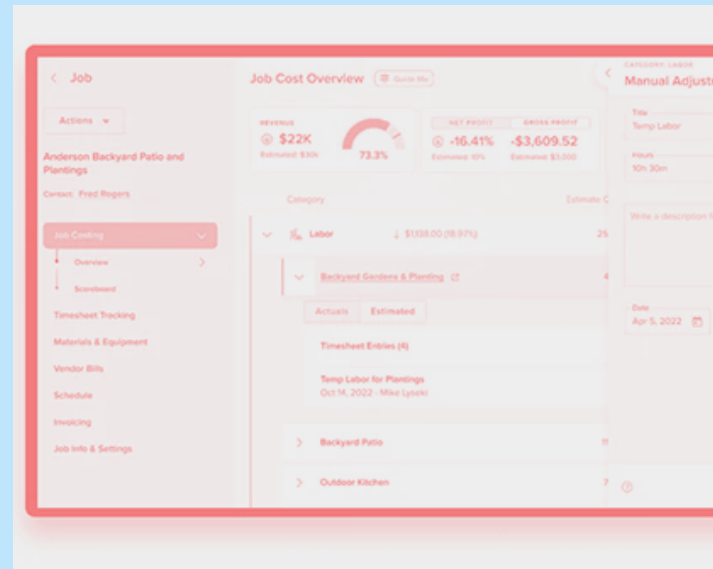
Weekly sync meetings with hiring team. Data, full transparency and visibility into the search provided

5

1 CRO hire made

The Challenge

Scaling a high-growth SaaS company like LMN comes with its own set of challenges. The challenge was not just finding a leader with the expertise to scale sales and marketing efforts, but also one who could integrate seamlessly into LMN's fast-paced, collaborative culture. Someone who can drive revenue growth while aligning with the company's mission to help landscaping businesses thrive.



The Solution

The Leadership Agency took a targeted, executive search approach to headhunt the perfect CRO for LMN. We began by closely partnering with the CEO and senior leadership team to fully understand LMN's strategic vision, company culture, and revenue goals. We leveraged our network to identify candidates with strong SaaS experience, particularly those who had scaled revenue for SMB-focused organizations.

Our Process

Everything starts with a discovery.

Discovery with ELT

The Leadership Agency partnered closely with key stakeholders across LMN's executive team—including the CFO, VP of People, CEO, and members of the Board. This alignment allowed us to deeply understand the company's strategic goals, cultural values, and expectations for the CRO role.

Revenue Ecosystem Analysis

To align with a company's growth objectives and deliver the right executive talent, The Leadership Agency takes a deep dive into the full revenue ecosystem. By understanding how revenue is generated, where opportunities exist, and which levers need to be pulled, we identify leaders who can drive impact—optimizing and scaling revenue across every stage of the customer journey.

Setting Timelines

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

The Result

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

- Search launched within an hour of approval.
- Within five business days, LMN was presented with vetted, qualified candidates and a talent market analysis.
- 8-10 interview steps, including a final presentation to the Board, with 3 candidates advanced to the final round.
- The Leadership Agency has now helped LMN hire over 7 GTM leaders and over 15 individual contributors.

The End!



Ready to see where we can take you?