

Clariti Case Study



Hiring Clariti's First CCO

Creating the Blueprint & Building a CX **Powerhouse.**

Expanding your organization and increasing headcount can feel overwhelming. It requires careful strategy, planning, and insight. How many hires should you make? When is the right time to scale up hiring? And how do you ensure you're making the right hires at every level of the organization?

The Leadership Agency 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

21
PRESENTED

Interviews

12
CANDIDATES

Placements

1
CCO

Clariti is a leading provider of cloud-based permitting and licensing software, empowering state and local governments across North America to streamline community development processes. Clariti's platform supports a range of government sizes, from major cities like Los Angeles and Phoenix to smaller municipalities, facilitating efficient and transparent service delivery.

In 2023, Clariti expanded its reach by acquiring Camino Technologies.

The company's commitment to innovation and customer success has been recognized with its inclusion in Government Technology Magazine's GovTech 100 list for four consecutive years. These achievements underscore Clariti's role in transforming how governments manage permitting and licensing, delivering faster, more efficient services to their constituents.

How we helped Clariti

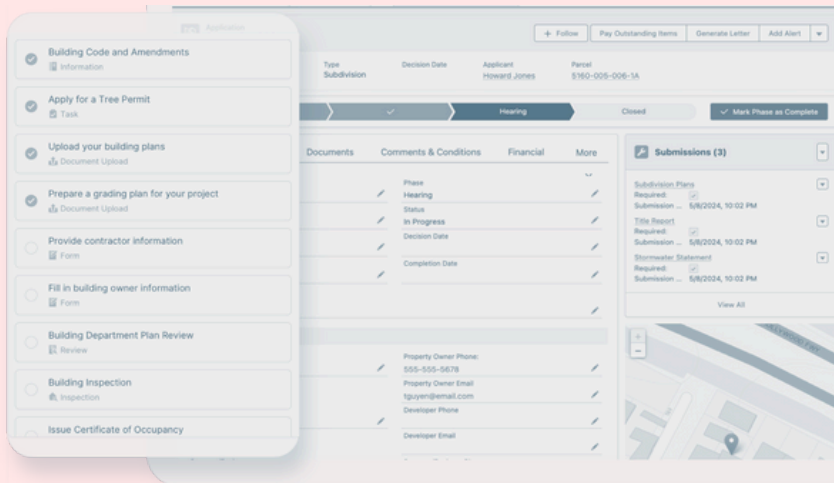
Clariti's impact is evident in its impressive growth metrics. Between 2022 and 2024, the company experienced a 185% increase in its customer base and an 83% rise in live customer deployments.

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Thank you for your support, effort and, patience in bringing such a strong candidate into our team. We value the effort and expertise TLA brings to the table (always have!).



Natasha Bhalla Jain
Manager, Talent Acquisition



1

Discovery with the Clariti team

2

Meeting to understand the criteria of the exclusive search

3

Search project launched within 1 hour of approval

4

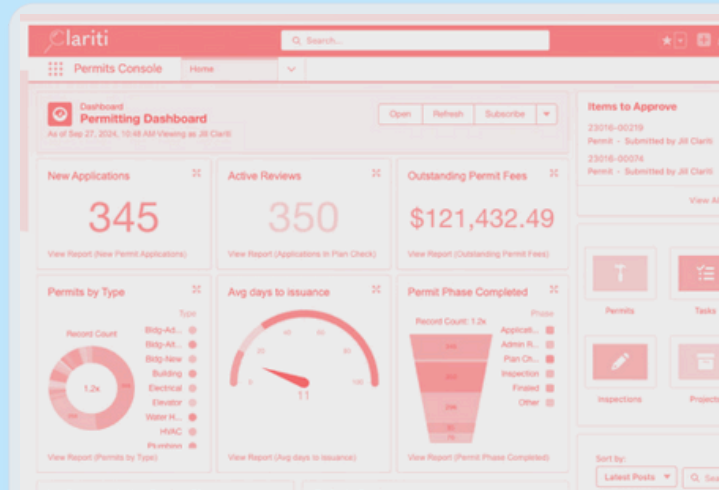
Weekly sync meetings with Clariti. Data, full transparency and visibility into the search provided

5

1 Chief Customer Officer hired.

The Challenge

Clariti had no established CX function, and this new leader would be tasked with building and defining the entire structure, uniting three key teams—Professional Services, Tech Support, and Account Management—under one cohesive strategy. The role required a very specific blend of skills: a strong background in customer success, leadership experience with Director-level teams, and a proven track record of leading large, complex implementations.



The Solution

The Leadership Agency approached this search with a targeted, strategic focus, leveraging a deep understanding of Clariti's unique needs and company culture. By tapping into our extensive network and using a rigorous screening process, we identified candidates who not only met the technical and leadership criteria but also possessed the executive presence to engage with the board and lead cross-functional teams.

Our Process

Everything starts with a discovery.

Discovery with ELT

The Leadership Agency kicks off every search by ensuring we have a deep understanding of the core values and leadership vision driving the team. Our team met with key members of Clariti's leadership; Head of People, Talent Acquisition Manager, and CEO, to discuss the scope of the role and the strategic goals.

CX Model Analysis

To find the right CX leader, The Leadership Agency focused on how customer experience drives Clariti's growth. We asked the key questions: Is the goal to improve onboarding, boost adoption, increase retention, or scale support for new markets? This understanding was key to identifying leaders who could elevate CX from a support function to a growth catalyst. It enabled us to pinpoint talent who see CX not just as service—but as a lever for scale.

Setting Timelines

The Leadership Agency established clear and ambitious timelines from the outset, ensuring Clariti knew exactly what results to expect and when. Clariti's leadership team fully aligned with and approved the specific parameters of the search, setting the stage for a focused and efficient process.

The Result

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

- The search was launched within an hour of approval.
- Within five business days, Clariti was presented with vetted, qualified candidates and a talent market analysis.
- The Leadership Agency team held detailed conversations with the recruitment team and their CEO to find the right fit for Clariti's stage of growth and team.
- The Leadership Agency has now helped Clariti find and hire 3 top talent GTM leaders.

The End!



Ready to see where we can take you?