

PREPARED BY
THE LEADERSHIP AGENCY

A CASE STUDY WITH:



A YEAR OF
GROWTH

THE **LEADERSHIP** AGENCY



A YEAR 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 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. The following statistics have been collected over a period of one year, in which Vena Solutions saw many changes and experienced enormous growth.

1
YEAR

RAISED **\$25 MILLION** USD IN
GROWTH CAPITAL
FINANCING

HUNTER MADELEY BECAME
VENA'S **CEO**

30
HIRES

30% ARE WOMEN

20 SALES DEVELOPMENT
REPRESENTATIVES
1 MARKETO MANAGER
1 MARKETING OPERATIONS MANAGER
1 CUSTOMER MARKETING MANAGER
1 DIRECTOR OF SALES
3 REGIONAL SALES MANAGERS
1 VP OF OPERATIONS
1 DIRECTOR OF SALES DEVELOPMENT
1 SR. DIRECTOR, PRODUCT MARKETING

10
LEADERS

WE'VE WORKED WITH **10**
HIRING MANAGERS ACROSS
THE ORGANIZATION

THE COMPANY

MORE ABOUT OUR CLIENT, VENA SOLUTIONS

Vena connects people, existing systems, and data to power finance-led business planning and real-time reporting using the world's leading spreadsheet platform. As a leading SaaS company in Toronto, Vena's mid-market to enterprise platform offers innovative business analytics and transforms the way a business generates internal reporting.

Vena has won numerous awards including (but not limited to) being on the Deloitte Fast 500 list, and PwC Up and Coming Tech award. This company is building better, strong companies by providing streamlined solutions for insights into revenue, and forecasting.

VENA'S VALUES

The Leadership Agency is committed to working with companies that uphold the same values of inclusivity, transparency, and commitment to diversity. Vena Solutions is certainly one of those companies. As a company, they are united in their service to customers and their purpose.

"Collaboration, transparency, and mutual trust form the foundation of our team culture. Every voice and action matters". They are committed to inclusion and understand the value of diversity. "We act every day to build inclusion into our VNA and understand that it is our many dimensions of diversity that give us strength and push us to think differently and be better".

THE CHALLENGE & SOLUTION

OUR PROCESS

Since being founded in 2011, Vena Solutions has experienced enormous growth. The company has now raised over \$150 million and continues to expand its reach across Canada.

The team at Vena Solutions initially engaged The Leadership Agency back in 2018 to discuss their search for Business Development Representatives. Fast forward to 2020, The Leadership Agency has now helped Vena find and hire over 30 top talent leaders. The Leadership Agency's first step in its unique sourcing process began with a debrief call with Vena 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 VENA SOLUTIONS TEAM

- **Meeting with the Team:** Our team sat down with several members of Vena's leadership team, including their Chief People Officer, VP, Director of Sales, and Talent Acquisition team to discuss the scope of the 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.

SETTING TIMELINES

The Leadership Agency set up transparent and aggressive timelines in advance so that Vena would know what results to expect and when. Vena 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:

- Each search was launched in an hour
- Within five business days of each, Vena was presented with vetted, qualified candidates, and a talent market analysis
- The Leadership Agency team held detailed conversations with hundreds of potential sales leaders to find just the few who would be great fits for the Vena brand and team
- Over the course of a year, Vena has made nearly 30 hires with the help and expertise of The Leadership Agency

TOTAL HIRES MADE:

30