

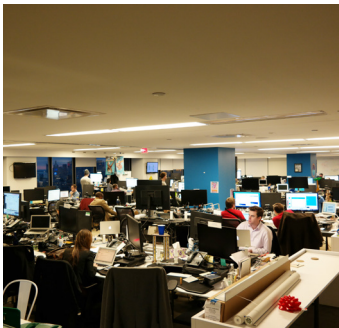
# Grovo & Betts Recruiting Partner to Drive Organizational Hires Across the Board



## About Grovo

Founders Jeff Fernandez, Nick Narodny and Surag Mungekar had come a long way after starting Grovo from their Manhattan apartment. The organization recently raised an impressive \$15 million in Series B funding, and was ready to go to market. Grovo needed to build a robust sales organization with the skill set to make it happen.

The Grovo team turned to Betts Recruiting to help them hire superior sales talent, and to get it done quickly without sacrificing quality. Using Betts, Grovo hired at scale while maintaining their incredible culture.



## The Challenges

Grovo needed to hire a large sales organization while simultaneously developing their unique hiring process from scratch. More importantly, Grovo needed to do both without sacrificing the culture that is synonymous with its identity. To add to the challenge, these people needed to be in place fast.

Grovo's culture is one of a kind. People are smart, hardworking and humble, in that order. It's electric, contagious. Maintaining this was paramount to the founders as they partnered with Betts Recruiting. Together, Betts and Grovo needed to build a customized, scalable and efficient hiring process that identified both sales ability and true culture fit.

## Making it Happen

At Betts Recruiting, we take a consultative and strategic approach to building world-class sales organizations. We meet everyone we work with in person, and are able to assess not only their ability to sell (or in some cases, run demand generation programs, embody customer success, etc.) but also their personality and values.

By utilizing Betts Recruiting's vast New York network of talented sales individuals, Grovo met and exceeded their annual hiring goals. Over the course of two years, Betts Recruiting helped Grovo hire 40 stellar individual contributors and leaders that were true culture fits. The positions included Customer Success, Account Management, Sales, Marketing and Enterprise Sales titles.

Betts Recruiting's hands-on hiring process preserved and championed Grovo's unique culture. Through Betts, Grovo hired:

- 18 Sales Development Reps
- 2 Customer Success Representatives
- 6 Account Executives
- 6 Account Managers
- 4 Enterprise Representatives
- 2 Demand Generation Marketers
- 1 Marketing Operations Manager, and
- 1 Recruiter

*(10 of which were leadership hires)*

## Highlights By The Numbers

82% of hires over the past two years are still working at Grovo today

54% of those hires have been promoted

95% stick rate – percentage of people hired over the past two years that have worked at Grovo longer than 3 months



*“Betts Recruiting is an innovative, top tier recruiting firm that knows its space and industry. They were invested in the Grovo relationship from the beginning, and maintained helpful transparency throughout the entire hiring process.”*

*- Jeff Fernandez, Co-Founder & CEO of Grovo*