

BETTS RECRUITING CASE STUDY

SALES AND MARKETING SEARCH



AlertMedia is an enterprise communication and monitoring service. Its cloud-based software platform protects organizations, improves operations, mitigates loss securely, effectively tracks threats and streamlines notifications.

THE NEED

Inside Sales Representatives with one to three years of sales experience, preferably with a background in tech.

Director of Demand Generation Marketing with extensive demand generation knowledge, proven skills at high-growth companies, and decisive leadership experience.

THE CHALLENGE

Before Betts, AlertMedia Was Seeking an Edge in the Competitive Job Market in Order to Hit Their Aggressive Hiring Goals

- Interviewed candidates that were not a fit for the company's culture
- Weren't able to stand out to candidates in a hot job market
- Needed to reach candidates across different talent pools to fill a variety of roles

THE SOLUTION

After Partnering with Betts Recruiting

- Began interviewing sales candidates from Betts' expansive network within eight days
- Hired an inside sales representative in 21 days
- Filled a Director-level position after interviewing three of the seven submitted candidates

WITH BETTS RECRUITING, ALERTMEDIA HIRED A DIRECTOR AND 8 ISRs



"AlertMedia's experience with Betts has been fantastic. AlertMedia cares deeply about its culture, and we've managed to put together a recruiting plan with Betts that places our culture and personality as a company at the forefront."

- **Brett Andrew**, Vice President of Sales at AlertMedia

