

# BETTS RECRUITING CASE STUDY

## LEADERSHIP SEARCH



Apptimize helps native iOS and Android apps rapidly iterate to produce amazing user experiences through A/B testing, instant updates, and feature releases. After raising \$6.1 million in funding, Apptimize needed to ramp up their sales and customer success teams, and do it fast.

### THE NEED

**Vice President of Sales** with experience at a similar stage company and could hit the ground running towards revenue and headcount targets.

**Vice President of Customer Success** who could manage all incoming clients and maintain the personalized nature Apptimize valued.

### THE CHALLENGE

**Before Betts, Apptimize used a retained recruiting agency**

- Interviewed candidates in mass which took extensive time away from upper management
- Unable to communicate changes in ideal candidate profile between interviews
- Pressured to accept candidates who were not a perfect fit

### THE SOLUTION

**After Partnering with Betts Recruiting**

- Reached out to candidates upper management had identified but were unable to contact
- Constantly updated ideal candidate profile with consultative approach to focus interview efforts
- Substantially cut down interview time by bringing in qualified and vetted candidates

## WITH BETTS RECRUITING, APPTIMIZE HIRED IN UNDER TWO MONTHS



*“Betts is really well-connected and has a great network. Above all, they really valued my time. They knew I didn’t want to waste time interviewing people who weren’t a match, but I didn’t want the whole search process to take a long time either. Everyone at Betts was genuinely interested, asking the right questions, and following up to make sure we were moving forward after every interview.”*

- Nancy Hua, Co-Founder and CEO of Apptimize