

BETTS RECRUITING CASE STUDY

LEADERSHIP SEARCH



Greenhouse is the industry leading software for optimizing the recruiting process. With Greenhouse, companies can find better candidates, conduct more focused interviews, and make data-driven hiring decisions.

THE NEED

SDR Managers comfortable in fast-paced environments who believed in the company's methods.

Director of Sales with extensive startup knowledge, proven skills at high-growth companies, and decisive leadership experience.

THE CHALLENGE

Before Betts, Greenhouse lacked internal resources for multiple searches

- Pressured to make immediate hires due to significant company growth
- Inefficient processes for recruiting competitive SDR managers in New York market
- Internal resources lacked time to find the unique sales leaders they needed for sustainable growth

THE SOLUTION

After Partnering with Betts Recruiting

- Began interviewing quality SDR candidates from Betts' expansive network within one week
- Quickly hired SDR Managers and focused on strategic Director search
- Crafted an ideal profile after eight interviews and hired a Director of Sales in two months

WITH BETTS RECRUITING, GREENHOUSE HIRED A DIRECTOR OF SALES



"Immediately after meeting the Betts Recruiting team I knew they had the type of people I needed to accomplish my company's goals. While we do consider ourselves hiring experts, the Betts team was able to deliver high quality candidates, with the unique background we were looking for, and did it quickly."

- **Mark Jacobs**, Vice President of Sales at Greenhouse

