

BETTS RECRUITING CASE STUDY

STRATEGIC SEARCH



UXPin

UXPin allows product teams to build low and high-fidelity, interactive, and realistic web or mobile wireframes as well as prototypes. With over \$7.3 million in funding, UXPin needed to ramp up their sales team with a skilled and experienced operations manager.

THE NEED

Head of Sales Operations with experience at a similar stage company and could hit the ground running towards revenue by working with the established sales team to cover technical issues.

THE CHALLENGE

Before Betts, UXPin used internal recruiting resources

- Lacked an established process to hire a manager-level position
- Unable to source candidates with the right background and culture fit
- Challenged to find a hire in a short time frame due to the necessity of the position

THE SOLUTION

After Partnering with Betts Recruiting

- Substantially cut down interview time by bringing in qualified and vetted candidates
- Reviewed only three candidates presented, and interviewed two
- Hired a Head of Sales Operations in only one month

WITH BETTS RECRUITING, UXPIN HIRED IN JUST ONE MONTH



"I've been an obsessed fan of Betts for quite a while, so I was really confident they would find the right candidate for my Head of Sales Operations. As one of the most important, strategic, and urgent hires, it was absolutely critical to find someone with the expertise and skills to hit the ground running while, most importantly, matching the unique culture of UXPin. Betts Recruiting found the right candidate in three tries over just a couple weeks. Amazing!"

- **Chris Sallen**, Vice President of Sales and Marketing at UXPin