

BETTS RECRUITING CASE STUDY

SALES SEARCH



Sysdig is the container visibility company, dedicated to making containers viable and mainstream by offering production-quality visibility into containerized applications. After receiving \$15M in Series B funding, the company began scaling their sales team. Sysdig needed to quickly hire quality Account Executives to manage their growing customer base.

THE NEED

Account Executives with at least three years of closing sales experience while selling a technical product.

THE CHALLENGE

Before Betts, Sysdig needed a consistent volume of quality candidates

- Needed a partner able to source qualified candidates from a broader pool
- Looking for quality job seekers able to develop and maintain genuine relationships
- Not having an efficient recruiting process to vet out candidates wasted time and resources

THE SOLUTION

After Partnering with Betts Recruiting

- Substantially cut down interview time by only bringing in qualified and vetted candidates
- Found candidates passionate about their product
- Hired two Account Executives in just one month

WITH BETTS RECRUITING, SYSDIG HIRED 2 ACCOUNT EXECUTIVES IN JUST ONE MONTH



"Hiring top talent is often one of those undervalued functions within a startup. As a startup with less than 100 employees, each of our hires has an immediate impact on the overall success and culture of our company. The team at Betts Recruiting has been instrumental in providing Sysdig with quality Sales Development and Account Executive candidates as we continue to scale our Inside Sales Team."

- **Michael Fox**, Inside Sales Manager at Sysdig

