



HOW **DATAGRAIL** LEVERAGED  
BETTS TO BUILD THE IDEAL  
CANDIDATE PROFILE & FILL  
CRUCIAL ROLES FAST

“

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- Daniel Barber, CEO & Co-Founder, DataGrail

## Daniel Barber's success with Betts Recruiting

Daniel Barber is the Chief Executive Officer and Co-Founder of **DataGrail**, a data privacy platform. Having built and led go-to-market teams at Responsys, ToutApp, Node.io, Datanyze, and DocuSign he knows how important it is to surround himself with nothing less than industry-leading talent.

### The Challenge: DataGrail needed top-notch talent with a specific skill set

In the hurried and complex world that Daniel operates, he needs to work with partners who understand technology inside and out – and that's exactly what he says sets Betts apart: “Betts Recruiting has been and will continue to be my first choice recruiting partner because they're

the leader in understanding and actualizing the profiles that result in finding the best placement for sales, customer service, and marketing roles for technology companies.”

Daniel was not only looking for candidates with a specific skill set and who were knowledgeable about the ever-changing data privacy landscape. He also needed candidates who received and implemented feedback well. He was only interested in candidates who were and would continue to be on the cutting-edge. But this, of course, is easier said than done.

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**Daniel Barber**  
CEO & Co-Founder  
DG DATAGRAIL

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**I look forward to working with Betts Recruiting for many years to come.”**

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## **The Solution:**

Prior to engaging Betts, Daniel had a rough idea as to the type of candidates he was looking for. But he was depending on Betts to build and actualize the profile in a way that would identify the best professionals to build his team. “Over the years, I have depended on Betts to help me calibrate and refine the profiles I had sketched out. What’s most impressive about Betts is their consistent ability to fully understand the intricacies of the specific needs of my company and to then create a pipeline of professionals best able to meet those needs.”

Within a couple of meetings, the Betts team was able to pinpoint the specific attributes and experiences of a successful candidate, and in doing so, strengthened and clarified the profile sketch. What’s more, the team at Betts developed an assessment to measure candidates’ growth mindset and verify the candidates’ abilities. Together these tools allowed Betts to identify and send top-notch candidates to Daniel daily.

Everything moves fast in technology, which means that recruiters for technology companies must move fast as well. To ensure DataGrail landed their top-choice candidates, Daniel developed a close relationship with the team at Betts. “I felt they

were highly invested in placing the best candidate, not just any candidate, for every role I have partnered with them to fill.”

## **Results: 95% success rate in candidate placements**

Since 2012, Daniel has partnered with Betts for approximately 40 hires at 4 different organizations. He estimates the success rate of those placements to be in the 95th percentile, which is why he continues to partner with Betts, “At the end of the day, the candidates that Betts places are the people who will make up my company for the next three or four years so I am only going to partner with a firm that is as committed to success as I am.”

The comprehensive nature of Bett’s process both demonstrates their commitment to excellence and drives their results. It also sets them apart from other firms in the market. In Daniel’s opinion, “If you’re in technology and looking to hire folks in sales, customer service, or even marketing, Betts is the only choice. Their understanding and ability to develop profiles for technology companies is second to none. I look forward to working with them for many years to come.”