Ask Me Anything!

June 5th, 2025

Powered by

Strive

Missed the Session or want to watch it back?

Watch the recording here:

https://youtu.be/72L0y5Ka8Dk

The Launch Collective
GTM talent community

Powered by
Strive

SECTION No: /01

Today's Sponsors

/01

The Launch Collective
GTM talent community

Powered by
Strive

Powered by:

Strive build world-class go-to-market teams for some of the most disruptive, Venture Capital Backed tech companies, all over the world.

Our team has successfully hired for some of the hottest vendors across the US and EMEA, backed by the likes of Sequoia, Insight Partners, A16Z, Accel, Index, Intel, SFV, GV, Craft, Boldstart, NEA, CRV... the list goes on.

Strive don't just place people, they build entire teams.

Learn more here

The Launch Collective
GTM talent community

Powered by
Strive

SECTION No: /02

Engagement Update

/02

The
Launch
Collective
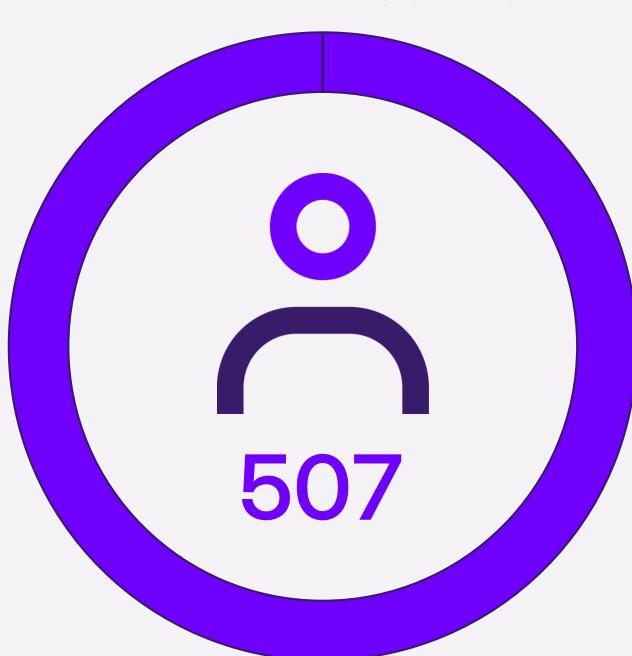GTM talent community

Powered by
Strive

Member Numbers

NUMBER IN THE COMMUNITY

507

People who have accepted the invitation / requested to join the Community.

NUMBER IN SLACK CHANNEL

392

People who are members of the Slack Channel.

NUMBER OF COMPANIES

293

Number of different companies represented in the Community.

The Launch Collective
GTM talent community

Powered by
Strive

Member Diversity

NUMBER OF FEMALES

308

61% of the Community are Female

NUMBER USA BASED

389

77% of the Community are based in the USA.

Know someone who would benefit from the Community?

Please direct them to our short membership form on our website:

www.thelaunchcollective.io

The Launch Collective
GTM talent community

Powered by
Strive

SECTION No: /03

Today's Guest Speaker

/03

The Launch Collective
GTM talent community

Thank you to our Guest Speaker!

Michael Brown

VP Global Talent Attraction
at Snyk

Connect with Michael here!

The Launch Collective
GTM talent community

Powered by
Strive

What are the qualities you look for in your direct reports?

- Typically look for someone with an agency background – ability to pivot quickly, activity levels, dealing with rejection.

- Growth mindset

- High energy

- Ability to influence (depending on grade)

- Grit

- Determination

The Launch Collective
GTM talent community

Powered by
Strive

What advice would you give to someone starting their career?

- "Work can wait"

- The late nights in the office, calls during family time – the work can wait, family / self first.

- We're all replacable, so prioritize what is right.

- Do your work really well but avoid burnout / over working.

If your recruiting team had a product roadmap like a tech product, what would be the biggest 'release' you were looking forward to this year?

- Rolling out a whole new AI roadmap currently.

- Finding ways to ingest AI into everything they do.

- This year, looking at finding deep insights that help the company to predict future success. Utilising information from interviewers and sourcers.

How do you best see yourself mapping AI into your process and team, whilst keeping a human element?

- Break function into pillars and examine each pillar to identify individual tasks – examine these to break down which can be done by AI v human touch.

- Idea is to create ops for team to be more efficient to spend more 'human time' with candidates.

Who would you choose between a remote v office candidate? Do you think remote works well?

- Personally, a believer in hybrid working – loves in person collaboration and believes it can be super impactful. But also, doesn't agree with needing to be in the office just to sit on Zoom!

- At Snyk, they operate a hybrid model where they look to have people in the office 2 – 3 days per week.

As a Talent Leader how do you approach building out your team, i.e. the split of ops, resourcers etc?

- When first got to Snyk, there was a small co-ordination team under him, but this relocated to the people ops team. His current team is all recruiters and tech optimized (eg scheduling tools etc).

- Snyk have a distributed model – ops support sits under people ops and get collective help from a team of people. Previously have had ops sitting under him also.

- Deciding on the mix is dependent on the business – what do they need to hire? Volume? Speed? High v low touch? Stakeholder interactions?

What methods / frameworks have your found effective to help hiring managers define a candidate profile?

- Role kickoff form – kickoff meeting, complete form with HM and HRBP to understand existing internal job spec (from Talent) and then must haves to layer in from HM.

- Standardize on the generalist – eg on Engineering, tried to shift to the 80% profile to create more diversity on the team.

- Standardized competencies.

- Layer in core values questions – question bank available to everyone.

The Launch Collective
GTM talent community

Powered by
Strive

Making the transition to Leadership – what is 'the good, the bad and the ugly' of that move?

- The best leaders are built over time, it takes practice. Have to step through a lot of experiences (good and bad) to give you the "stripes" to grow into a leadership career.

- Good – get to set the standard, set the strategy, hire people who are better than you, champion ideas, move the needle. Your success is about the team, not just you.

- Bad – if going directly from IC to Leadership, you end up doing a lot less of the actual doing (which has been your comfort zone) – so expect a lot of time out of comfort zone during this initial period.

- Ugly – you can't be everyone's best friend. Got to be able to deliver a hard message. Lose sleep over other people's performance! Got to be ready to pick up the pieces. Can be a lonely place, don't want to vent to your team so using your peers is crucial.

The Launch Collective
GTM talent community

Powered by
Strive

How to deal with resistance from your wider team / Hiring Managers?

- Have to decide if you are going to "trust the system" or if you need to push back – weigh up the pro's and con's.

- Look at building business cases that lead with data, running pilots, involving others and getting their insights.

- E.g. if want to challenge something with the CPO, look to get peers on side before that approach.

The Launch Collective
GTM talent community

Powered by
Strive

What are the biggest challenges you are currently facing in attracting and hiring talent?

- AI – so much that doesn't seem 'real' – whether this is CVs or candidate answers.

- Seeing 3x more applications currently for roles – takes his team 45 hours a year to displace candidates who aren't suitable.

- Because the market is changing at such a rapid pace, the more you can derisk a process the better.

If you were joining a start-up now, what are the things you would look for to make sure it had a shot?

• Revenue

• How they hold themselves accountable – hit their goals? Bonus payouts?

• Available cash in the bank

• Competitors

• Intent – long v short game?

• Executive team – first timers v serial? Worked together before?

The Launch Collective
GTM talent community

Powered by
Strive

How important to you is personal branding and what advice would you give someone starting out?

- "If you're not telling your story, someone else is doing it for you"

- The more intentional you are about it the more impact it will make for you and your company.

- Shape your story.

- Your brand is what people say about you when you're not in the room.

- What do you want to be known for?

- Be consistent with your approach – the best brands are not built overnight.

- Post and participate – don't just post, add to people's conversations too.

- Be yourself! Find your tone, be authentic.

The Launch Collective
GTM talent community

Powered by
Strive