



CASE STUDY:

CrowdSec

PHILIPPE HUMEAU
CEO

COMPANY PROFILE

FOUNDED	2019
MARKET	CYBER SECURITY
HEADCOUNT	11 - 50
FUNDING LEVEL	SERIES A - \$21.5M
WEBSITE	crowdsec.net

BUSINESS RELATIONSHIP

Philippe was engaged by Strive after various cold outreach methods gained his attention. At that time he was still formulating his hiring plan, but we remained in touch and when he needed to add a Chief Sales Officer to the business, he approached us.

Whilst they hired an internal candidate from their VC for the position, after impressing him with our work on the role, he then gave us an exclusive project to fill a CMO role, alongside two other Marketing positions.

We are continuing our exclusive partnership and now helping CrowdSec in building out their GTM team.



CrowdSec

PROJECT OVERVIEW

- Chief Marketing Officer
- Content Marketing Manager
- Community Marketing Manager



CLIENT FEEDBACK.

I can't stand cold mailings, and cold LinkedIn outreach and report most of them as spam. But every business needs to find new clients. The best acquisition channel is client recommendation and I'm happy to recommend great partners.

Today's big up goes to Strive.

I had the opportunity to work with many recruitment agencies, headhunters, and the like. Probably 15+. Their role is... filtering. Only the best candidates, avoid noisy processes.

In the end, most agencies are (literally) sending you 90% of (very) inaccurate candidates and potentially 10% useful, out of which you maybe will find one good profile. They are just sourcing, not filtering.

Strive is on a mission to find CrowdSec's CSO. I was stunned to see how efficient they are. Out of the 5 profiles they sent us so far, 4 are a potential fit...

80% is the best rate I ever saw, on a C level position on top of that.

Kudos.

PHILIPPE HUMEAU, CEO

THE OUTCOME:

100%

Fill Rate

1.3 : 1

CV to Interview Ratio

6 : 1

CV to Placement Ratio

6
WEEKS

Average Time to Hire

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