

IWD Special: “Ask Me Anything”

March 6th, 2025



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<https://youtu.be/z5Ww1IajPdM>

SECTION No: / 01

Today's Sponsors

/01

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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.

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SECTION No: / 02

Upcoming Events

/02

SE OPEN HOUSE OPEN HOUSE OPEN HOUSE OPEN HOUSE OPEN HOUSE

WEDNESDAY 19TH MARCH 12pm - 1pm EST

Open House: International Womens' Day Special!



Eve Hudak
Senior GTM Talent Partner
Redpanda Data



Meredith Kay
Talent Partner - GTM
Nooks

The Launch Collective
GTM talent community

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TUESDAY 8TH APRIL 12pm - 1pm EST

Expanding Internationally

With Chuck Waygood,
Senior Director, Global
Talent Acquisition at
Kong



The Launch Collective
GTM talent community

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THURSDAY 1ST MAY 12pm - 1pm EST

Hiring in Challenging Situations

With Christiana Molina
Hart, GTM Talent
Leader at Hebbia



The Launch Collective
GTM talent community

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SECTION No: / 03

Today's Guest Speakers

/03

Thank you to our Guest Speakers!



Carli Monterastelli

Head of SDR at
Monte Carlo

Connect with Carli [here](#)!



Naomi Walsh

Principal Consultant at Strive

Connect with Naomi [here](#)!

Q: What advice would you give yourself five years ago?

- “Give myself more grace and patience”
- Your career won’t always be linear – but this can make you a much better leader as a result.
- Be resilient, ask yourself the tough questions.
- Challenges will build strength. Say yes to a challenge even if it scares you – put yourself forward.

Q: What type of relationship do you like to have with your Talent Partner?

- Over-communication is key.
- **Discovery:** Always ask for feedback – what went well / what didn't? How could we have discovered any issues sooner?
- **Have their own perspective:** Explaining why they think this person would be a great fit for the role even if slightly different / less experienced than the usual brief.
- **Challenge the Hiring Manager:** If see something they're not in a candidate.
- **Knowledge:** Know the role, know the org, know the traits of successful reps in that business.

Q: How can a Talent Partner best sell a role to a Candidate?

- **Be honest with the candidate.** Encourage them to 'opt-in' based on the reality of the organization (eg pace of the business, career progression inc. timelines).
- Give them the full picture and never oversell a role. Strike the balance between being honest whilst selling the components of the role and organization.
- Use examples of feedback given from employees and ask for their feedback.
- Give the candidate space to share how they are feel – normally they will reciprocate the honesty.
- Even if this means they decide the process isn't right for them, its best to know early on rather than make bad hires for the business and individual. If regular sticking points come up, share these with the HM.

Q: What key questions do you like to be asked in the initial screen?

- **Get to know the person beyond the Resume.** Are they running to the company or running away from something? Why are they looking?
- SDR roles can be different with the amount of experience required – can take a chance on someone with less experience. So cultural fit becomes even more important.
- Motivators – did they put themselves through college? Set up their own part time business?
- Can they show resilience in their journey even if not traditional work experience?
- Previous relevant experience and quota attainment.
- Company specific nuances.

Q: What have some of the best Talent Partners you've worked with, done differently?

- Keeping in touch with potential candidates / networking – even when not hiring for that specific role.
- Having that network means that recruitment for a role, never starts from scratch.
- Know the candidate, understand their motivators, keep in touch. Consistently talk to candidates at all times.

Q: IWD – The theme this year is ‘Accelerating Action’ – how can the SaaS Space improve Diversity figures overall?

- **Inclusive Job Adverts:** Women are statistically less likely to apply to a job than a man if they can't tick all role requirements.
- **Negotiation:** Women are less likely to negotiate their salaries / packages than their male counterparts.
- **Hire Internally:** Promote from within – are there females in the organization who are maybe hidden? E.g. whose job title maybe doesn't reflect the work they are actually doing?
- **Hold the door open for people around us:** Be a role model, mentor and support those more junior.
- **The more diverse an organization, the more successful they are:** Bring different profiles to the table to allow them to challenge each other and share different perspectives.

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Q: What Key Traits do you look for when hiring SDRs?

- Had a lot of success with career changers.
- Also hired experienced SDRs from other SaaS organizations – helps keep the balance between career changes and more experienced staff.