



EXECUTIVE SEARCH CASE STUDY

SEDNA

JIM PRESTON
VP OF GLOBAL SALES



COMPANY PROFILE

FOUNDED	2017
MARKET	SMART EMAIL
HEADCOUNT	51 - 100
FUNDING LEVEL	SERIES B - \$44M IN TOTAL
WEBSITE	sedna.com

BUSINESS RELATIONSHIP

Strive had previously worked with the Jim in a past venture and had successfully placed multiples enterprise sales reps across EMEA, building a whole team in France and adding to the German and UK teams.

When Jim joined SEDNA, we re-engaged and worked on a hard to fill executive level sales role, focusing on building the partnership eco-system.

SEDNA

PROJECT OVERVIEW

- Global Head of Sales



CLIENT FEEDBACK.

I have worked with the Strive team for some years now with great success, so it was a no-brainer when moving over to SEDNA that I wanted them onboard here too.

Not only do Strive go above and beyond when gathering market research during their search, which is of paramount importance to us when optimising our hiring processes and implementing future recruitment strategies, the team is no stranger to filling notoriously difficult roles whether it be leadership or in greenfield territories for them.

In other words, they roll their sleeves up and deliver time and time again.

JIM PRESTON, VP OF GLOBAL SALES

THE OUTCOME:

100% Fill Rate

1 : 1 CV to Interview Ratio

4 : 1 CV to Placement Ratio

8 WEEKS Average Time to Hire

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