

# Expanding Internationally

April 8th, 2025



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Watch the recording here:

[https://youtu.be/nGE9\\_UV3L0](https://youtu.be/nGE9_UV3L0)

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.

If you are looking to expand internationally and want support with salary benchmarking, please reach out to today's Host, [Dylan Hoyle](#) for a copy of our Salary Benchmarking Report.

Alternatively, if you want to learn more about Strive, click [here](#)

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# Pinpoint

Pinpoint is the ATS that makes complex hiring simpler.

Get today's hiring under control and prepare for tomorrow's strategy, without adding hurdles for recruiters, hiring managers, or candidates.

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Scaling fast? Automation can help.

Our session sponsor, [Pinpoint](#), has put together **three workflow automation templates** used by one of their customers to streamline high-volume hiring. [Check them out here.](#)

Pinpoint also offers The Launch Collective members **two months free** access to Pinpoint as part of a 12-month contract.

[If you'd like to find out more, get in touch with them here](#)

SECTION No: / 02

# Upcoming Events

# /02



VENT VIRTUAL EVENT VIRTUAL EVENT VIRTUAL EVENT VIRTUAL EVENT

THURSDAY 1ST MAY 12pm - 1pm EST

# Hiring in Challenging Situations

With Christiana Molina  
Hart, GTM Talent  
Leader at Hebbia

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WEDNESDAY 14TH MAY 12pm - 12.45pm EST

# Lunch & Learn: Hiring in APAC

Hosted by Rajalakshmi  
Venkatesh, People &  
Talent at HockeyStack

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THURSDAY 5TH JUNE 12pm - 1pm EST

# An "Ask me Anything!" Session

With Michael Brown,  
VP Global Talent  
Acquisition at Snyk



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WEDNESDAY 18TH JUNE 12pm - 12.45pm EST

# Lunch & Learn: RecOps & GTM Talent Partnerships

Hosted by Jeremy Lyons,  
Co-Founder at RecOps  
Collective



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SECTION No: / 03

# Contractor Survey

# /03



# GTM Talent: Contractor Survey

- Are you currently a contractor?
- Have you worked as a contractor previously?
- Are you open for your next opportunity?

Following the positive feedback from our Salary Survey, we are looking to expand this so we can report back on the current market for GTM Recruiters on a Contractor basis.

This survey is a double approach – firstly to create the Salary Survey Report to assist you with your negotiations when securing your next position, but also to assist those of you ‘open to work’ to secure your next opportunity.

Here at [Strive](#), we speak to businesses looking to hire Contract GTM Recruiters frequently, and we’d love to get a database of those looking for work, so we can connect people to these opportunities!

You can complete the survey and leave your details here: <https://www.scalewithstrive.com/forms/gtm-contract-recruiter/>



SECTION No: / 04

# Today's Guest Speaker

# /04



# Thank you to our Guest Speaker!



## Chuck Waygood

Senior Director, Global Talent Acquisition  
at Kong

Connect with Chuck [here!](#)



# What's the biggest assumption you made about expanding into EMEA, that was wrong?

- Thinking that hiring in EMEA wouldn't be that different to hiring in the USA.
- The candidate profile might be exactly the same, but the nuances from market to market, the benefits and comp structure, the offer process etc. - everything is very different.
- In EMEA, every country is also different – so when hiring 'first boots on the ground' in each country, it can be a heavy lift each time.



# What are the signs a company is ready to expand into EMEA and how do you know which country to start with?

- Note, Chuck has worked for Infrastructure SaaS companies, so is speaking from that experience.
- Typically, when looking at the large enterprise companies in EMEA, stack rank them in terms of GDP.
- This will usually mean UK is first –a lot of companies set up their European HQ here too and the UK are typically first adopters.
- Usually, the UK is easiest to hire too in terms of nuances from the US – so can lull you into a false sense of security. Sometimes your first couple of hires will be here.
- From there, suggestion is to look to Germany and have a very specific strategy as probably one of the most difficult places to hire. Look at a thoughtful intro to Germany sooner rather than later.
- From there, probably look to Southern EMEA, France, Nordics, Netherlands.



# What were the first hires you typically made in a region?

- Most of the time you are going to lead with revenue – so you are going to hire a Rep.
- He had 3 to 4 reps in EMEA before hiring a Regional Director.
- With that comes a lot of challenges of managing internationally.
- Span of Control is always stressed in startups – a leader probably should have 7 reps to manage to do it effectively.
- In a startup you'll typically have a VP of Sales in the US (assuming a US based company) who thinks they can stretch their Span of Control to 10+ people whilst expanding.
- Chuck's recommendation would be to hire the RD sooner rather than later in EMEA – local leadership is key.
- This also gives you insight into the nuances – don't assume the US way of doing business translates in EMEA, have that local knowledge to allow thoughtful entry into markets there.



# From a cultural difference, how do the hiring practices differ across EMEA?

- In startups one of the main things is to have compensation aligned and this can be a challenge to determine.
- A lot of time what happens is a straight conversion from the US budget to the currency for the relevant country. Initially this means compensation is at the very top of the market in EMEA, which can help you hire initially but will create inequity as you scale.
- You probably do want to pay your first people more but have the knowledge and know you'll need to correct the market as you continue to hire.
- Most startups don't have any European entities so there is a need to work with EORs. Finding a good EOR partner can be hard, and they typically work with local partners meaning you can be quite removed from your employee as so many people in the chain.



# From a cultural difference, how do the hiring practices differ across EMEA?

- Also consider investing in more than just the statutory benefits – in EMEA, the benefits are different country to country. There are statutory benefits you have to legally provide (eg a minimum pension contribution) plus added benefits to enrich the package.
- Typically, companies will work with an EOR and only offer the statutory benefits to save money etc. but this can lead to the challenge when competing for talent across the market. E.g. in Germany there is an expectation for a robust pension package rather than it being a legal requirement – understanding local candidate expectations as well as legal requirements is key.
- Hard to make a compelling EVP when you don't have the right benefits in place.
- Typically, US have a two week notice period; UK has one month; France and Germany typically have three month notice periods so this needs to be built into your planning.
- Slow down to speed up. Know who you are hiring when, build out a strategy and timeline for each expansion.

# Best practices and advice for working with EOR partners?

- If you don't have the right EOR in place, this could extend the process even further – **it can take a few months to set up the EOR for a particular country with the right benefits.**
- Before you start recruiting, try to nail down exactly what you are going to offer employees through your EOR partner. **Factor this into your hiring timelines and manage with Sales Leadership** accordingly, so everyone knows when a hiring process needs to start for attracting and hiring candidates.
- **Look at where the EOR has offices** – do these align with your offices / teams? Eg if your legal team is in San Fran, your EOR in Israel and their local partner in UAE – it can take 48 hours just to communicate about a required contract change due to time difference.
- You want to **ideally deal with one EOR for all expansion** – so research and pick one that has experience not just in EMEA, but globally.
- **Understand who your Account Manager would be** - do they have a sense of urgency (probably the biggest challenge). Get them to understand your expansion goals and paint the bigger picture - not just one hire.



# How do we attract talent in new regions?

- **Ideal scenario is to hire a local recruiter, in the UK, ASAP.** They should be a senior recruiter who understands the nuances of working the different countries in EMEA, certainly from a benefits perspective. Ideally, they would also have worked with EOR partners before too.
- **Work with an experienced local recruiting agency** – they will typically have more local knowledge and can build a strong relationship with your local recruiter. Use the agency for urgency and / or scale. If you have one recruiter hiring 10 EMEA reps in X amount of time, support from an external agency will be required.
- Bring the agency into the team so they can represent your EVP correctly. **Enable them like you would an internal recruiter.** Build a great relationship with them so they can ‘sell’ your startup against others – be top of their list when they are presenting an opportunity to top talent in the region.
- Qualify that they have had a successful track record of placing startup talent in that territory.

# How to build your brand and reputation in new regions?

- **Meetups are effective, especially early on.** Each market has its nuances and wanted to be treated differently as a result.
- **People will want to see that you are making a commitment to that territory.** By hosting events, having senior figures from the business come over, it helps display that to them.
- **Have the C-Suite / senior team come over and do roadshows** in the different territories.
- **Local recruiters should also be key to building your brand** – a local recruiter also shows the commitment to this expansion / new territory.
- Remember the startup talent space is small – everyone will talk about their experiences when interviewing with a company. Their interview experience is a direct representation to a candidate of that company – ensure their experience is organized, structured and ultimately world class. **Be critical around creating a strong candidate experience. See the recruiting calls as sales calls** – every candidate should leave the process and speak highly of you.