



CASE STUDY:

Gtmhub

ERIC MARTERELLA
CHIEF REVENUE OFFICER

COMPANY PROFILE

FOUNDED	2015
MARKET	CLOUD BASED ANALYTICS
HEADCOUNT	251 - 500
FUNDING LEVEL	SERIES C - \$120M IN TOTAL
WEBSITE	quantive.com

BUSINESS RELATIONSHIP

Following their Series A fundraising, Gtmhub appointed seasoned global revenue executive Eric Marterella as CRO to build & scale the GTM sales team. Strive were introduced to Eric by one of Gtmhub's founding executives to support their hiring needs.

Within the first Quarter, Strive had headhunted 10 MEDDIC trained salespeople globally, who were all instrumental in creating the initial revenue that enabled Gtmhub's hypergrowth and further \$150m fundraising up to series C in December 2021.



PROJECT OVERVIEW

- Channel Account Manager x 1
- Regional Account Manager x 1
- Enterprise Account Executive x 6
- Sales Development Representative x 1
- Sales Engineer x 1



CLIENT FEEDBACK.

I partnered with Strive to launch our SaaS team in Europe as I scaled our team through the A & C rounds of funding.

They demonstrate high-touch communication, urgency, and focus on building strong relationships with your team.

More importantly, they do the same with the candidates along the way which promotes a better experience for all involved.

The Strive team are great listeners, crave feedback, and are highly skilled to support in all phases of growth.

ERIC MARTERELLA, CRO

THE OUTCOME:

100% Fill Rate

1.2 : 1 CV to Interview Ratio

7.2 : 1 CV to Placement Ratio

4 WEEKS Average Time to Hire

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