

‘Ask me Anything’ with Amina Moinuddin

November 7th, 2024



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Missed the Session or want to watch it back?

Watch the recording here:

<https://youtu.be/0SwLUQo3shI>

SECTION No: / 01

Community Updates

/01

Events over the next Month:

RN LUNCH & LEARN LUNCH & LEARN LUNCH & LEARN LUNCH & LEARN

TUESDAY 12TH NOVEMBER 12pm - 12.45pm EST

Lunch & Learn: Candidate Feedback

Hosted by Michael Burnell, Lead Recruiter at Matillion



The Launch Collective
GTM talent community

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Tuesday 12th Nov:
12pm EST

RN LUNCH & LEARN LUNCH & LEARN LUNCH & LEARN LUNCH & LEARN

THURSDAY 21st NOVEMBER 12pm - 1pm EST

Lunch & Learn: Adding Value through Employer Branding



Megan Batterbury
Senior Talent Operations
Specialist
Incident.io



Hannah Heath
Team Lead, Talent
Drata

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Thursday 21st Nov: 12pm
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WEDNESDAY 27TH NOVEMBER 12.30pm - 1pm EST

Open House: Member Welcome!

Hosted by Eve Hudak,
Community Founder



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Wednesday 27th Nov:
12.30pm EST

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THURSDAY 5TH DECEMBER 12pm - 1pm EST

Ask me Anything: Exec Hiring

With Christina Pasanen, VP of Talent
at Notable Capital



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Thursday 5th Dec:
12pm EST

You will automatically be invited to the Monthly Forums!

You can register for the other events on our website: www.thelaunchcollective.io

Current Initiatives:



We want your feedback:

We are beginning to plan out 2025 to make it the best year for our Community!

We want to be steered by you....

💡 What should we do more of?

💡 What should we start doing?

💡 What should we stop doing?

Please reach out to Eve Hudak or Helen Dwyer and let us know your ideas!

SECTION No: / 02

Today's Guest Speaker

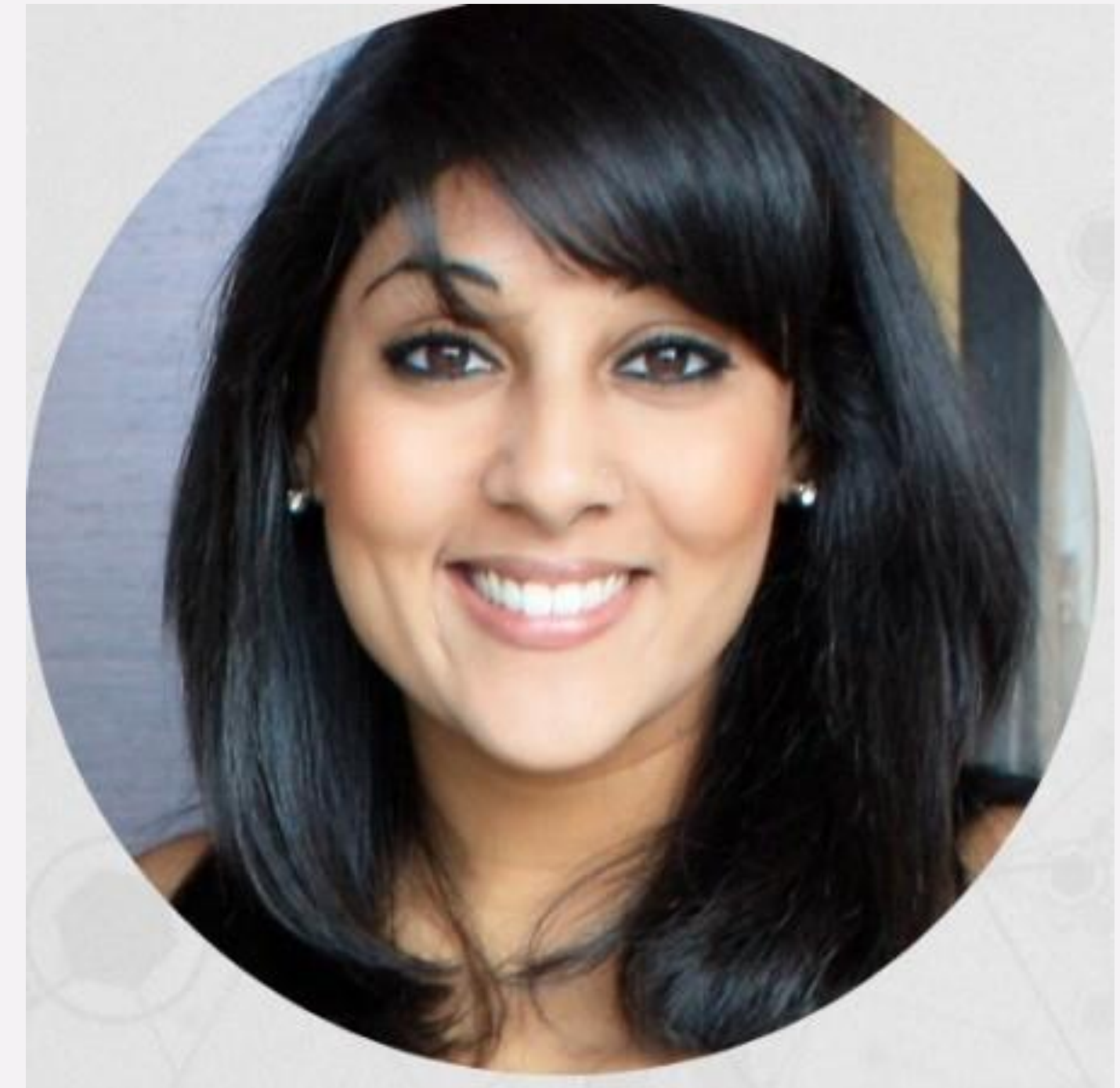
/02

Welcome to Amina!

Global Head of Talent and Talent Strategy at Vercel

Amina has over 13 years of recruitment experience, working at early-stage companies, as well as supporting growth through an acquisition stage whilst at Twilio.

Accomplished at both building teams from the ground up, as well as 'fixing and building' the TA function, Amina has lots of great experience to share with us!



Q: How to grow your own TA Career?

- **Find a mentor:** Don't be afraid to ask – cold outreach and build a network.
- **Ask questions:** In and out the business. Be curious.
- **Create Champions in your Business:** Ask for their time, ask questions, learn from them.
- **Remember that people pay attention:** Especially Leaders – they are looking at what you are doing and what you are asking.

Q: What advice would you give yourself 5 years ago?

- **Learn how to use Excel!** If you can build data driven spreadsheets to present information, it will always be helpful in any role.
- **Calling out Risks:** “Being optimistic is not going to help you” – calling the risks will help elevate you. Be realistic and understand where the risks are.
- ‘Start Stop’ is always a thing in GTM Recruitment: **How are you building a team to continuously pipeline to avoid this?**
- **Don’t take things so seriously:** The start up world will always be a rollercoaster, embrace it!

Q: What do you look for when hiring in your own team?

- Currently looking for people with experience – look initially for that baseline of recruitment experience.
- Are they **curious**? Are they **hungry**? Are they **driven**?
- Can they be **flexible**? You need to be able to handle the chaos. Give clear examples of when you have managed this before.
- **High aptitude** – ability to pick something up quickly. For example, are you grasping information during the interview and coming back with questions?
- **Sourcing skills** – every recruiter needs to know how to find great talent. Can you understand the business needs and go out to market and connect with those hard-to-find candidates?

Q: How do you assess for Aptitude in an Interview?

- Every candidate does a sourcing exercise with the Hiring Manager.
- Each candidate is sent a JD – what Amina is looking for in the interview is:
 - What research did you do? The company? What do you think Vercel are looking for? What A.Es are currently in seat and what their profiles look like – have you picked up the theme?
 - What profiles do you bring and calibrate with the HM?
 - When the HM is giving feedback, are you asking the right questions? Are you understanding?
 - They use A.E and S.Es in this exercise as they require technical backgrounds for their S.Es so want to ensure an understanding on this area.

Q: Other than filling Reqs, what else should a TA Partner focus on ?

- **Data Hygiene** – key to have good clean data to be able to report on and use to steer decisions. The bigger a company gets the harder this is to update and change if not implemented and managed correctly. Analyse this in QBRs.
- **Employer Brand** – the more you elevate your brand, the more great talent you'll find. Do this through your internal network (your sales team should be talking about what a great place your company is to work, how much money they are making etc).

Q: How can you make yourself Indispensable?

- **Embed yourself** in the business – you shouldn't only know the role you are working on. Understand the entire organization, how each piece is working and how they link up. How do all the teams function?
- The best recruiters are those who are **Business Partners** – is a team looking for the wrong profile compared to their top performers? Where are there missing skillsets (eg technical skills) and how can you help find and test that skillset in the hiring process.
- Don't just work with managers, **embed yourself with I.Cs** – speak to the top performing A.Es – why are they performing well? What skillset is that, that you should look for when hiring? How can you elevate their brand?

Q: How do you push back when needed with a HM?

- Quality over Quantity
- Sit with the Leader and look at their team – is there a lot of attrition? Why? Look back at leavers / under performers scorecards from the interview process – were there red flags? Do tweaks need to be made to the process?
- When struggling with slow feedback – ask the Leader what their quota is and relate back to hiring to create some urgency in the process. Remind them of hiring and ramp time. Demonstrate how they can set themselves up for success.
- Hiring someone who isn't right, will hurt them more than spending the right time sourcing and qualifying for the right hire. Putting in the work early on will create a top performing team. Show the cost of time spent on a mishire and lost revenue.

Q: Advice for a TA Partner looking to move into Leadership?

- **Are you sure you want to be a Manager?** It is a very different role from being an IC, and people shouldn't just lean to that route as a way to make more money. Be certain this is what you want to do for your career.
- **Why do you want to be a Manager** and what do you think it means? You're not just managing your team, you are managing the business – what do they need from you? What problems are you trying to solve? You are then bridging the gap between your team and the Exec leadership team.
- **Have you mentored others?** Are you enjoying it? Are you doing it well? Are you impacting their growth and career?
- **Are you taking an interest in exceling in management skillsets?** Have you taken on any extra projects that drive impact? How are you continuing to elevate? How are you forecasting your own pipeline and how would you do this for a team?

Q: How did you develop your Leadership style?

- Don't be afraid to make mistakes – learn everyday.
- Strong Mentors / Leadership Coach.
- Learn from other people - both their successes and mistakes.
- Build trust – show your team you have their back. If they trust you, they'll know your feedback is coming from the right place.
- Ask for feedback.
- Support your team to drive solutions.
- Do your work alongside your team – be in the trenches.

Q: How optimistic are you about 2025? What about the impact of AI?

- Feeling **optimistic** – but you never know! Things seem to be trending positively. Based on market insights they've built, there is a lot of investment in growth in companies.
- Over the last couple of years, the **strong companies are those who have a very clear Product Market Fit.**
- Have to **start adopting AI** – if don't start now you are behind and will always be behind.
- **Are you using AI to be more efficient with your time?** Reduce time in areas of manual work.
- **Are you using the right AI tools?** Look at their Engineers, do they have the right skillset?

Q: What business categories excite you?

- **AI** – is what they are doing interesting? If you are interested in this area reach out to engineers in your network to understand the product.
- **Data** – every company is using data to elevate their business.