



GEEIQ



THE SEARCH FOR TRANSFORMATIONAL TALENT.

An interview with Jade McGrath. Head of Talent Network. YFM Equity Partners.

Camino Search consultant, **Oliver Dunne**, one of our global search leads for senior financial positions was chosen to work with YFM Equity Partners to find a Financial Director. **Jade McGrath**, FYM's Head of Talent Network speaks to Oliver about the experience and what was required when recruiting the specialist position.

GEEIQ

is a London-based tech and SaaS company, funded by YFM Equity Partners.

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Oliver Dunne (OD): So, what made you choose a specialist recruiter or the geek piece of equipment?

Jade McGrath (JM): the specific stage of the company and also the domain area that the business operated in meant that we needed a very specific set of candidates, UM, particularly those in early stage SaaS businesses, which is why we chose Domino

OD: And what was that added value of partnering with a specialist consultancy?

JM: We chose Camino Search for their core expertise in the early stage B2B SaaS space. But also the engagements that I had had with Oliver prior to UM setting out on this piece of work had always been very pleasant. He knew exactly what he was talking about. He knew his market very well and it was

clear that there was going to be a good search process run if we used Camino.

OD: Why would you recommend Camino Search?

JM: Quality of candidates and speed of service and flexibility, which is always key when you're dealing with really early stage businesses. The level of engagement both with myself, the investment partner and the portfolio business across the board from Camino Search was really impressive.

ABOUT THE GEEIQ PROPOSITION

The data platform and insights provider that empowers brands to engage the virtual world.

GEEIQ is an enterprise platform that leverages data to help brands navigate the metaverse effectively.

It is the primary platform to identify and optimize metaverse strategies, empowering brands to reach, engage and retain new audiences..

OD: And then the final question, what value has the new candidate slash world, the new Canada add and how do you think this would have differentiated had you used another recruiter slash search plan.

JM: The candidate came from a fairly similar business So their with their background, they had already been through a business that had grown, raised funds and there are a lot of similarities to the business that we then put them into.

The characteristics of the candidate presented by Camino Search were spot on.

Camino Search made sure that they really nailed down the personality, skills and key attributes that were needed by Geeiq for this role. Camino Search absolutely understood the brief and clearly took the time to ensure the search process and the candidate selection to shortlist was exactly what was required for the role we were recruiting.

This is essential in the recruitment

experience and is not often found with some recruiters.

Now that the candidate has started with GEEIQ, I just think that he is absolutely, absolutely going to nail this and he's getting on with the team so well.

Everything just looks like it. He's transformed things already. So super impressive feedback and he's only a month in.

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OUR GLOBAL EXPERT

Oliver Dunne
Managing Talent Partner

Oliver specialises in Head-hunting for private equity and venture capital investors and their tech/ SaaS portfolio businesses. He consults from Camino Search's London Practice.

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Camino Search works exclusively to support global private equity and venture capital firms and their portfolios. Globally. Including:

Hg Capital	Team.Blue
Aquiline	Skitude
Sator Grove	Inetum
Acacium Group	Commify
PrimePay	
NEBULA	

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We're on a journey to change, build, partner, shape and develop businesses – by finding and placing transformational talent.

Through our ongoing journey of growing our expertise, credibility and trust with our clients, we've aspired to become a respected, niche international consultancy, which has helped shape and build some of the most respected, exciting investor-backed technology and software businesses.

Globally.