



TECHNICAL CASE STUDY:

# CluedIn

**JEPPE GRUE**  
CHIEF OPERATING OFFICER

## COMPANY PROFILE

FOUNDED	2015
MARKET	MASTER DATA MANAGEMENT
HEADCOUNT	< 100
FUNDING LEVEL	SERIES A - \$16M IN TOTAL
WEBSITE	cluedin.com

## BUSINESS RELATIONSHIP

Strive was introduced to CluedIn through their VC investor, Dawn Capital.

Following a Series A round of \$15m, they were looking to build their EMEA sales function. Strive was retained to help achieve their hiring goals.

Following a successful project building this function, Strive were introduced to build out their technical function, filling a number of Pre-Sales Architects and Implementation Engineer roles.



## PROJECT OVERVIEW

- Pre-Sales Architects x 4
- Implementation Engineers x 3



## CLIENT FEEDBACK.

The team at Strive were introduced by our VC partner, Dawn Capital, to help us build out our EMEA go-to-market team.

Right from the off set, the team were pro-active and had a very thorough approach to understanding our company value proposition and culture. They were able to tell the CluedIn story in a way that really engaged, and prepared the candidates well for our interview process. Their ability to deliver in a timely manner was vital for us. They were able to identify and engage with a niche talent pool within the data space, which enabled us to be very selective with the individuals we hired.

Over and above their candidate quality, something I found invaluable was their detailed market reports, this gave us a greater understanding of the talent pool and an in depth insight into how we were perceived in the marketplace.

I would have no reservations about recommending the team at Strive if you are looking to build your go-to-market teams.

**JEPPE GRUE, COO**

## THE OUTCOME:



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