



CASE STUDY:

# LinearB

**MIKE AVERY**  
VP OF SALES



## COMPANY PROFILE

FOUNDED	2018
MARKET	ENGINEERING ANALYTICS
HEADCOUNT	100 - 249
FUNDING LEVEL	SERIES B - \$72M IN TOTAL
WEBSITE	linearb.io

## BUSINESS RELATIONSHIP

LinearB originally engaged with Strive due to a difficulty in hiring technically aligned, culturally right, ambitious A players who could play a key role as part of the founding GTM team. Strive are now the Exclusive GTM growth partner globally for LinearB & have placed over 15 candidates into the organisation across Sales leadership, Direct Sales, Technical Sales, Business Development, & Marketing.



## PROJECT OVERVIEW

- Sr Sales Manager
- Sr BDR Manager
- Enterprise Account Executive (North America) x 2
- Commercial Account Executive (North America & LATAM) x 2
- Account Executive (UK) x 2
- Solutions Architect x 2
- Customer Success Engineer
- Product Marketing Manager
- SDRs x 9

## THE OUTCOME:

100% Fill Rate

1.1 : 1 CV to Interview Ratio

7 : 1 CV to Placement Ratio

5 WEEKS Average Time to Hire



## CLIENT FEEDBACK.

The partnership with Strive came at a crucial time. I was behind in my hiring plan and struggling with multiple recruiters who couldn't bring me talented sales professionals with the right technical sales experience required to sell our solution to engineering departments. I had a clear picture of what I needed for the team, but it seemed other recruiters were more focused on getting me to compromise on my expectations rather than finding me suitable candidates.

Immediately after starting with Strive, I conversed with the exact candidates I was asking for. I've consistently been impressed with the thorough notes and details I receive on each and every candidate and how they show up to the first call enthusiastic about LinearB and excited to speak with me.

After 1 year, I'm on track with my hiring plan with a high-performing team in place. This would not have been possible if I didn't start working with Strive when I did.

**MIKE AVERY, VP OF SALES**

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