

# RecOps and GTM Talent Partnerships

June 25<sup>th</sup>, 2025



Powered by  
**Strive**



Missed the Session or want to watch it back?

Watch the recording here:

<https://youtu.be/YYQ2b8QrxUk>

SECTION No: /01

# Today's Sponsors

# /01

Powered by:



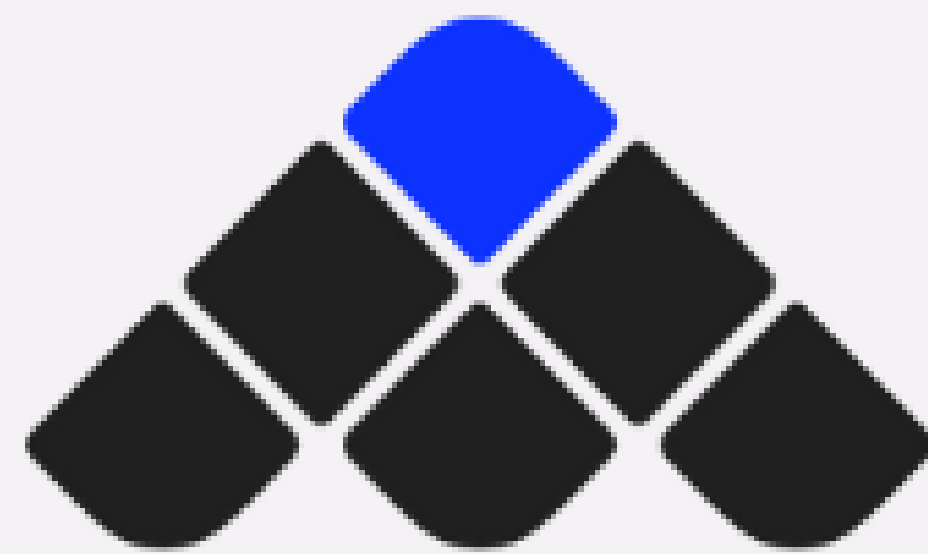
Strive build world-class go-to-market teams for some of the most disruptive, Venture Capital Backed tech companies, all over the world.

Our team has successfully hired for some of the hottest vendors across the US and EMEA, backed by the likes of Sequoia, Insight Partners, A16Z, Accel, Index, Intel, SFV, GV, Craft, Boldstart, NEA, CRV... the list goes on.

Strive don't just place people, they build entire teams.

Learn more [here](#)

Sponsored by:



# Metaview

Metaview is the AI platform for radically better hiring. If you're looking to level-up your AI adoption and see real impact from intake to offer, it's a no-brainer.

Our suite of AI agents work for you at every stage of the hiring process:

**AI Notetaker:** Captures recruiting conversations for accurate, structured notes

**AI Job Posts:** Drafts and maintains job descriptions based on intake calls

**AI Answers:** Delivers reliable context on candidates, roles, and process

**AI Reports:** Gives teams visibility into what's working and where to improve

You'll save hours per week, boost decision quality, and impress every candidate.

Learn why recruiters at 2,500+ cutting-edge companies like Brex, Deel, ElevenLabs, and On Running can't live without Metaview.

It only takes minutes to get up and running. [Check it out!](#)

SECTION No: /02

# Today's Guest Speaker

# /02

# Thank you to our Guest Speaker!



**Jeremy Lyons**

Co-Founder  
at RecOps Collective

Connect with Jeremy [here](#)!



# June Lunch & Learn Session: RecOps & GTM Talent Partnerships



# Who am I?



- + 8+ years in RecOps
- + Co-Founder of RecOps Collective
- + Creator/Editor of the RecOps RoundUp
- + Creator of RecOps, the GPT

*Fun Fact: My favorite animal is the quokka.*







# Agenda

**Foundation**

**Stronger  
Partnership**

**Advice to be a TA  
Leader**

**AI**

**Q&A**



# Key Themes

**What is RecOps Really**

**Using RecOps Principles**

**Not Chasing the Shiny**



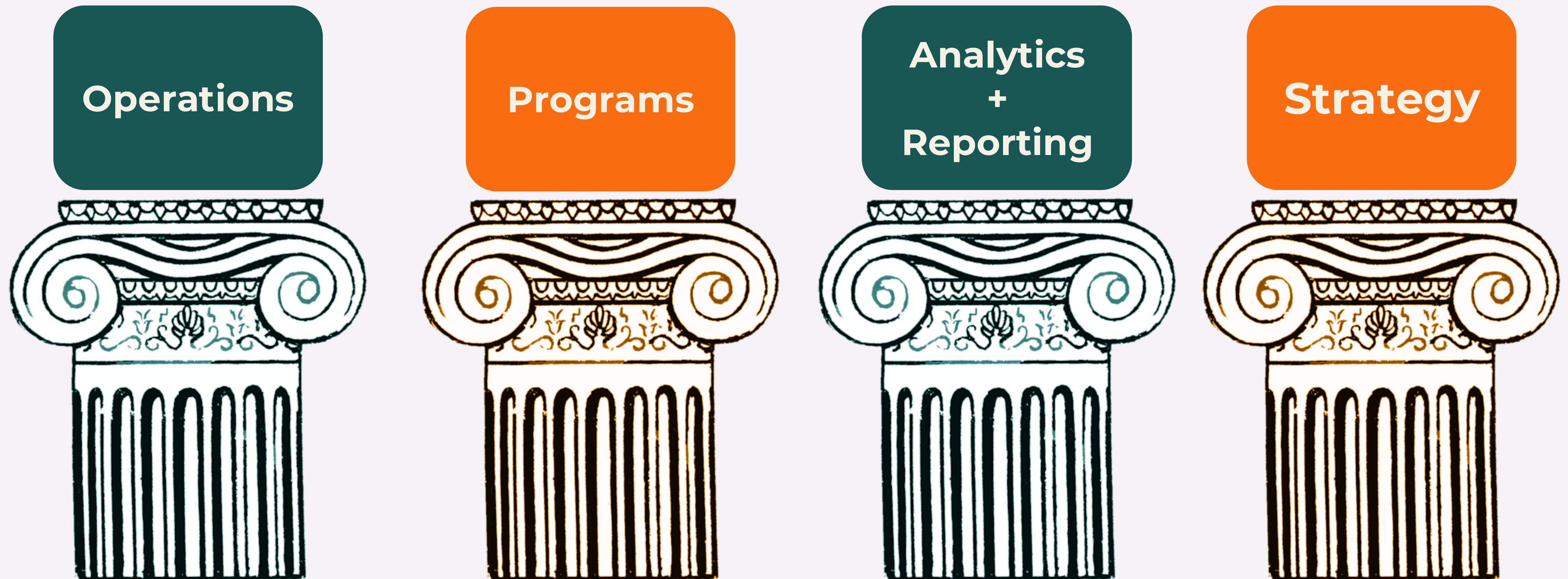




# Foundation



# What are the pillars of RecOps?



# What is RecOps?

Efficiency /  
Cost Savings

Data-Driven/  
Informed  
Decision Making

Scalability and  
Agility

Operational  
Excellence

Candidate and  
Stakeholder  
Experience

Strategic and  
Operational  
Integrations



# What is NOT RecOps?

Recruiting  
Coordination +

Replacement for  
Recruiters

A One-Size-Fits-  
All Approach

Just Building  
Dashboards

Just Technology  
Implementation

Basement or  
Antic



# Building Strong Relationships: 5 Things RecOps Wants from GTM Recruiters





# 5 Things

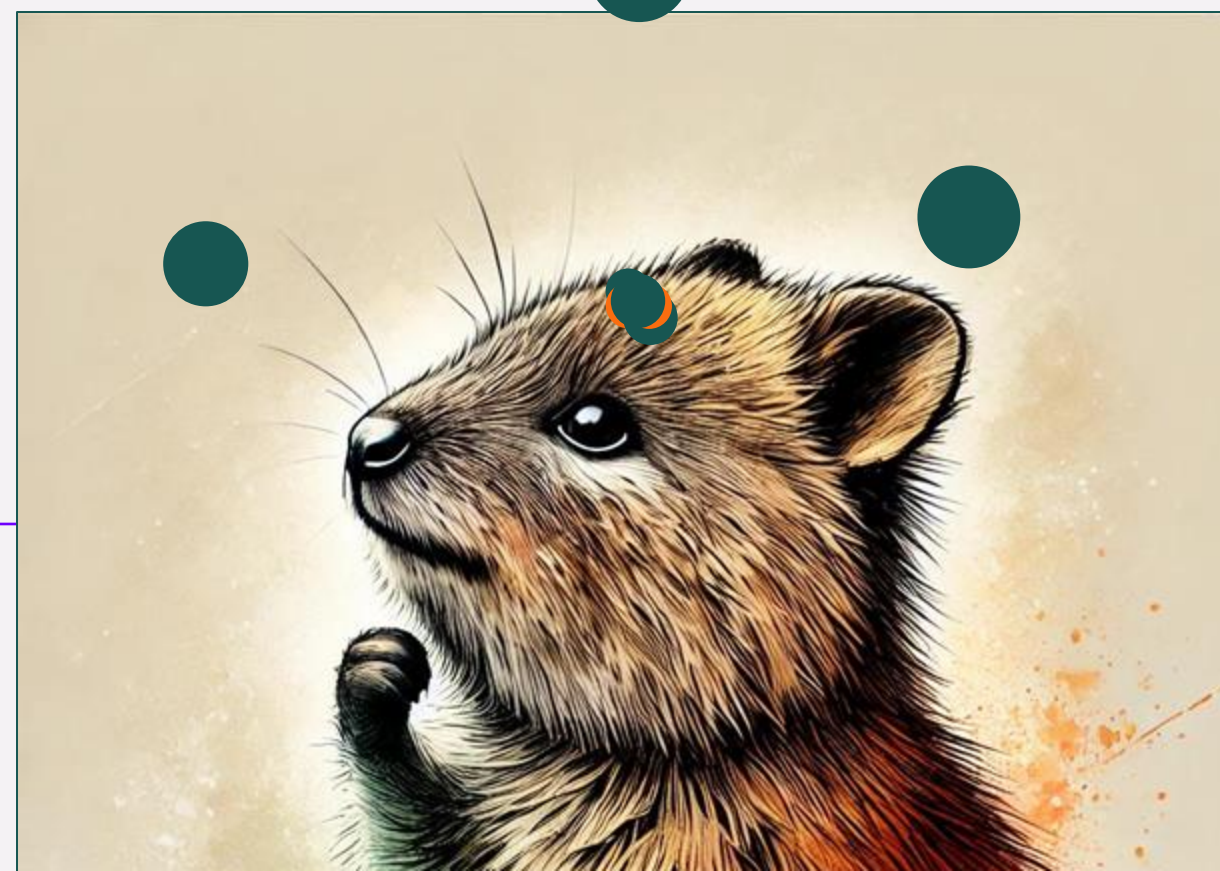
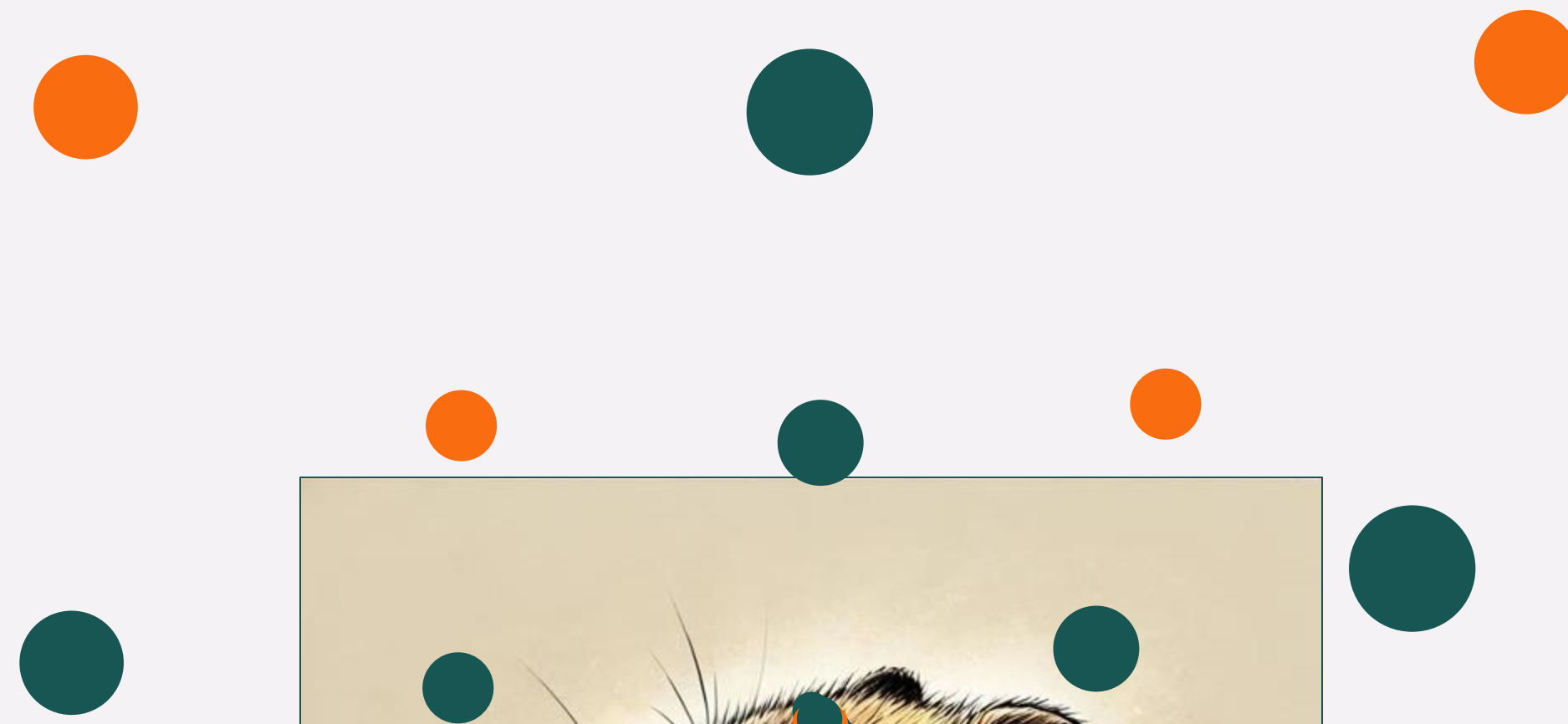
Curiosity

Adaptability

Analytical

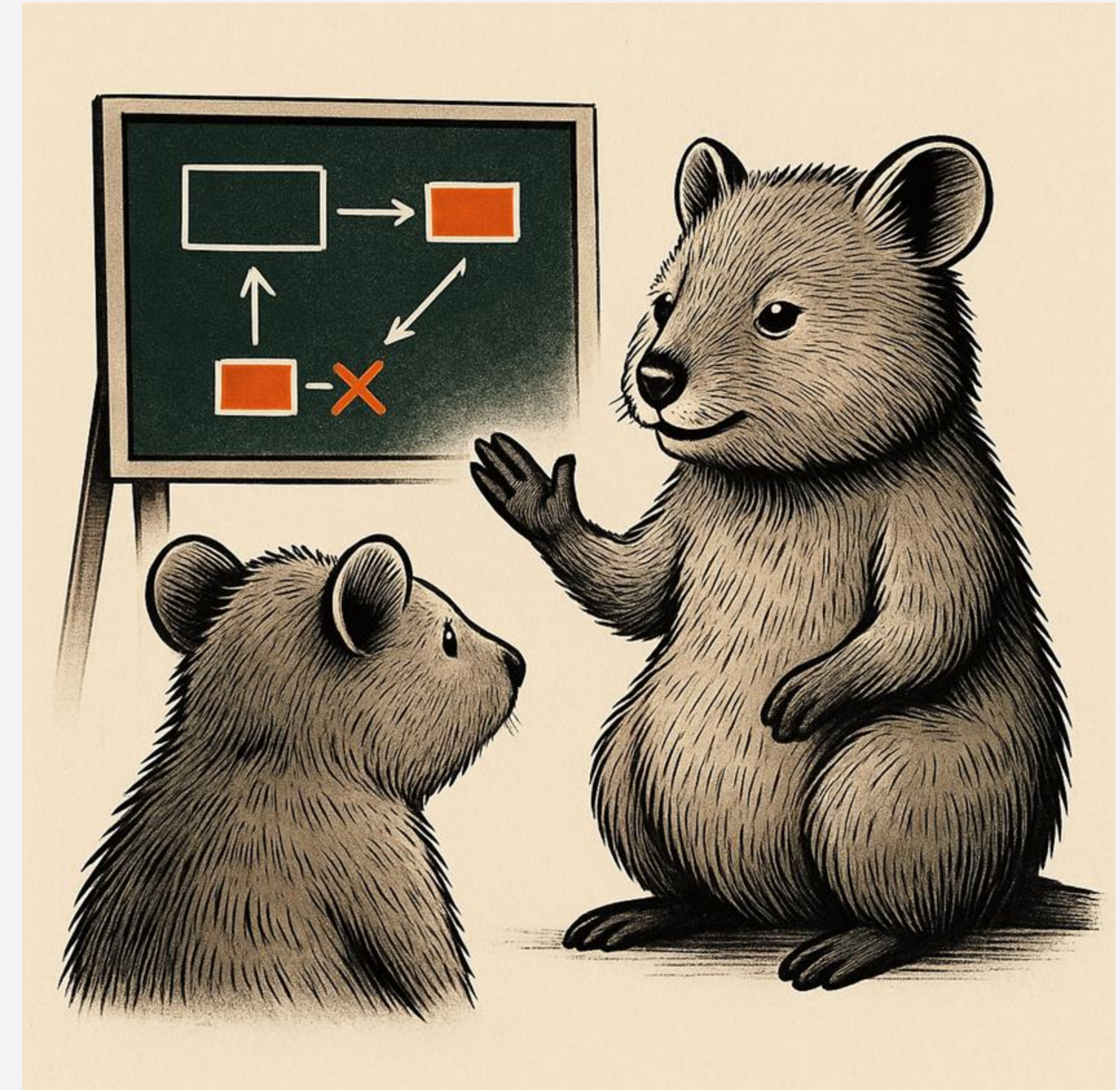
The Why

Consistency





# Advice to Grow Into a TA Leader





# 5 Pieces of Advice

**The EVP**

**The Sales Cycle**

**The Balance Sheet**

**System**

**Curiosity**



# That AI Thing





# Ask Yourself The Following Questions

**Bottom Up** or **Top Down?**

**Acute or Chronic**

**Can We Try Before We Buy?**

**Build or Buy?**

**Do You Understand the Terminology?**

# Close Out



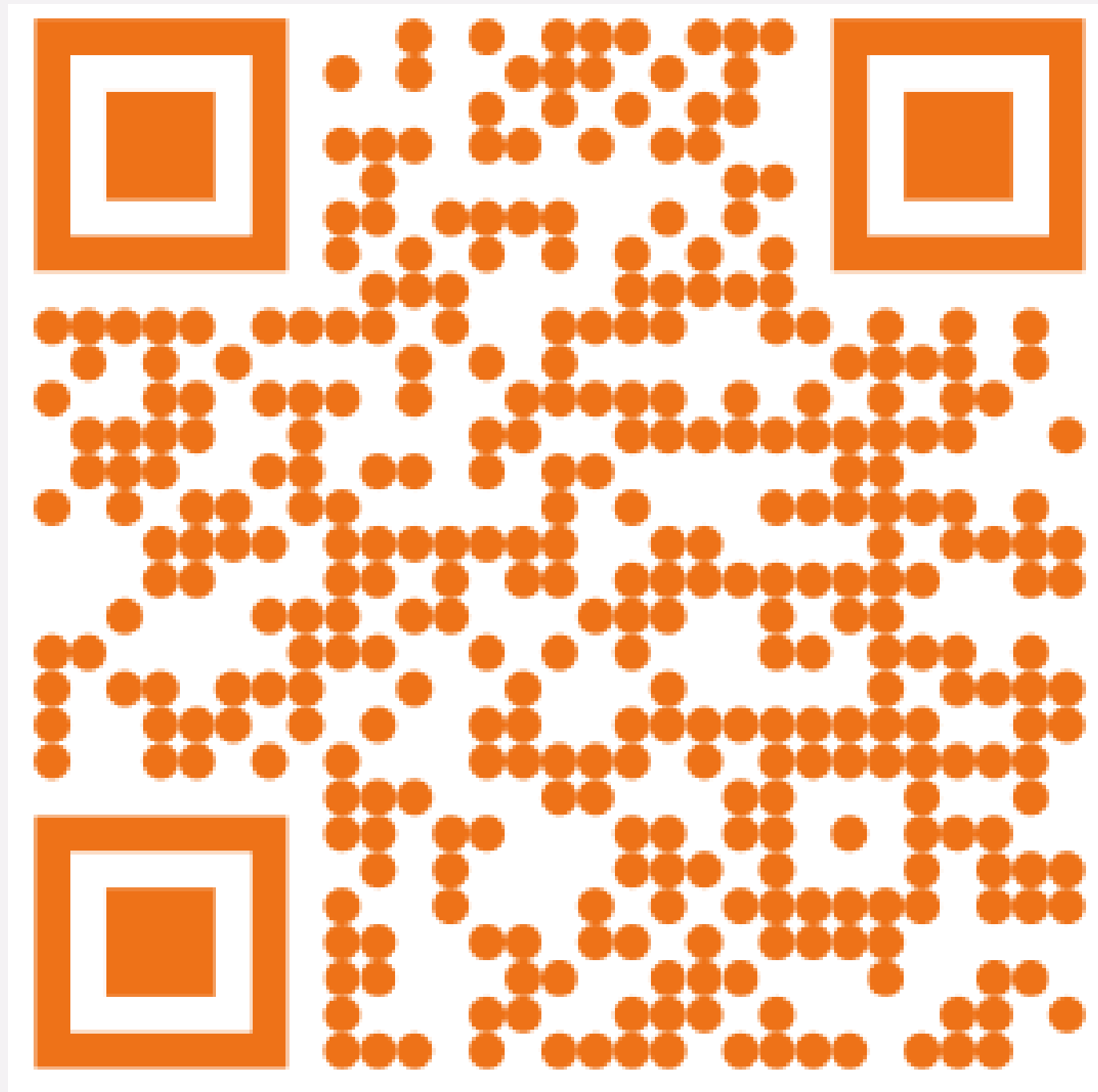


# Final Thoughts Before Q&A





# QR Codes



**LinkedIn**



**Linktree**



**RecOps GPT**



