

CASE STUDY | FEBRUARY 2026

Regional Sales Leader, Media & Entertainment (US)

For a young and fast-growing software services organization

Executive Search

Technology Practice

01 Background

Our client is a fast-growing software services organization headquartered on the West Coast, USA, with offices & development centers spanning the globe. The company works on a range of solutions across fintech, manufacturing, agtech, media and entertainment, retail, and more. Their solutions are designed to deliver impact to their marquee customers across 150+ countries in North America, Europe, and Asia-Pacific.

02 What was the exact ask?

Our client was looking to bring on board a Regional Sales Leader for their Media & Entertainment vertical, who would primarily focus on acquiring new logos into the client's repertoire while also managing existing clients in the Media & Entertainment space and growing the share of wallet with them. This role would report to the Vice President of Sales and be based out of Los Angeles/San Francisco.

03 The process

We began our process with an introductory discussion with the Talent Acquisition Manager, who shared the job description and the high-level expectations with us. To help us gain more clarity, we scheduled a video call with the Hiring Manager, where we deep dived into each of the expectations shared and got a more in-depth understanding of the role.

Once we worked together to identify a set of ideal target companies, we moved on to identifying potentially suitable candidates from this set and created our first longlist tracker. As the next step, we shared this tracker with our client's Hiring Manager, who proceeded to promptly shortlist ideal profiles, complete with relevant feedback and reasoning behind each shortlist. The focus was sharply on bringing in candidates from software services organizations, preferably larger companies with presumably larger sales teams. From this set of shortlisted candidates, we began our process and were able to present a batch of 3 dossiers to our client in a span of 2 weeks. Following this, the Talent Acquisition Manager and the Hiring Manager then initiated interviews with these candidates.

From this list of 3 candidates, 1 was shortlisted for further rounds. Over a span of 10 days, this chosen candidate went through 4 video interview rounds, after which he was then asked to travel to the HQ to meet with the executive leadership team, a step that was especially crucial given the strategic importance of the role. The client's travel desk co-ordinated directly with the candidate and set up the travel schedule while the TA manager scheduled the interviews through the day.

After a day-long interview process, which involved individual meetings with 5 members from the executive leadership team at our client's HQ, the candidate returned to his home base. However, while the candidate felt confident of his performance in the interview, we received different feedback from our client. Their apprehensions were regarding the candidate's experience of working solely in large software services firms. Our client strongly felt that the candidate may not understand or be equipped to keep pace with the hustle that smaller, fast-growing organizations demand.

Keeping this potential misalignment in mind, he was dropped.

We then had a detailed follow-up discussion with the Hiring Manager and decided to redraw the target list of companies with a renewed focus on those organizations that were younger and smaller. A list was prepared and shared with the client for their approval. Upon approval, we redrew the list of candidates and presented a set of 3 new shortlists in a span of 2 weeks. From this set, one candidate was put on hold, and the interview process for the other 2 candidates began. Soon, one candidate was identified and called in for the in-person discussions with the executive leadership team at the HQ.

The shortlisted candidate then went through multiple in-person interviews with the executive leadership team, followed by an interview with the company's CEO.

The client conducted a detailed debrief with the interviewing panel a couple of days later and decided to proceed with the candidate and extended the offer numbers to him. We worked with the candidate and our client to ensure that a middle ground was found and agreed upon by both entities. Next, a formal offer of employment was extended to the candidate who shared his acceptance within 24 hours of the release. He had a notice period of a week with his previous organization and was able to come on board within a week.

The chosen candidate brings more than 13 years of experience with a proven track record of new logo acquisition. He possesses significant skills in selling media transformations through consultative, solution-oriented approaches that modernize and scale delivery across CTV and OTT platforms.

04 PeopleAsset's differentiator

- PeopleAsset was able to quickly understand and adapt to the changed ask, and was able to promptly turn around with candidates from a new target list of companies. This enabled our client to reach the right decision after meeting with candidates from 2 different pools.
- We actively participated in the compensation discussions to ensure that both the candidate and the client arrived at a win-win situation. This was critical, especially since the candidate was not aligned with the initial offer and seemed ready to drop out of the process. Our involvement ensured that a balance was found.
- PeopleAsset took on the task of engaging with the candidate even after the final offer was rolled out to ensure that there was no change of heart from his end.