

# Executive Search

Case Study

## Head, Sales

For a B2B Insurtech Organization Based in  
Chicago, IL

Technology Practice

## Background

The client was a Series A Insurtech company headquartered in Chicago, IL, which had developed a platform to assess risk for commercial insurance carriers using AI-ML.

## What was the exact ask/ role specification

To search for a top-notch sales team leader who could lead USD 10~15 million of sales per year for a fast-growth technology organization.

## The process

The team worked with the CEO & Founders to create a job description for the role & key attributes of a successful salesperson. We benchmarked compensation, incentives, and payout mechanism to make it competitive in the market. We had multiple interviews with all stakeholders of the role to understand key success factors and their impact.

The selection process & profile was approved after a discussion with HR & the CEO. We created a project plan/timeline for how the entire funnel of candidates would be assessed and the final candidate selected, offered & onboarded. We used Gallup's Clifton StrengthsFinder leadership assessment tool and confidential candidate reference checks for this position to finalize the candidates. Successful candidates were engaged up to the onboarding date through a Sr leadership onboarding model. During the next three months, a coach was assigned to the Sales Leader who helped in the effective integration of the organization & team.

## PeopleAsset differentiator

- The thorough evaluation process ensured interest generation and candidates' fitment assessment from every angle.
- A deep understanding of the client's needs ensured accurate universe identification and candidate mapping.
- Giving the client confidence in the credentials of each of the presented candidates through proactive informal and formal reference checks for the offered candidate.