

CASE STUDY

Achievers

THE COMPANY

When we approached Achievers in 2009 they had just locked up their second round of funding – worth \$8.9M – and were still calling themselves I Love Rewards. They had developed an innovative system for rewarding and engaging employees and adoption was spreading. They'd been a sales-driven organization since the company's launch in 2002 but were looking to shake things up.

THE SEARCH

We knew that with an influx of capital comes growth, which is why we got in touch. We weren't disappointed and after meeting with the CEO we discovered they were looking to transition from a sales-driven organization to a marketing-oriented one and needed a Senior Marketing Executive that would own that process. We knew Achievers was at a turning point and that we were uniquely positioned to have an impact on the company.

The requirements were specific; the candidate had to have a background in leading strategic digital marketing and would be expected to implement platforms such as Eloqua and Salesforce. To fill those needs we identified a candidate with an ideal background who was in the market because his strategic marketing efforts had driven revenue growth to the point where his company was acquired for over \$200M. We made an introduction, Achievers made an offer and the rest was history.

TOP 3 CHALLENGES

- Finding an experienced, strategic digital marketing leader.
- Finding a candidate to transition Achievers to a marketing-driven model.
- Landing the ideal candidate in a competitive market.

THE RESULTS

Achievers kept winning awards – including Fastest Growing Company at the American Business Awards – and closed a third round of financing in 2011 worth \$24.5M. As for us, we added to their executive team by placing the SVP Global Sales – who was instrumental in landing the latest round of funding – as well as the VP HR and VP Customer Care.