

## How a complete revamping of talent was instrumental in leading to an \$871 million acquisition by Oracle.

Eloqua is the gold standard of marketing automation. An award-winning system trusted by modern marketers to build customer obsessed cultures, create and manage ideal customers, and power revenue performance. They wrote the book on how to influence the way organizations of all kinds market themselves to the public. The short version: they were masters at understanding "digital body language."

However, this wasn't always the case.

When Martyn and his team started working with Eloqua in 2004, they were a \$3M company with an exceptional product, the drive to succeed and \$13M in venture capital funding. They were our favourite kind of client because of the type of blueprint they had created.

### LET THE SEARCH BEGIN

Our work for Eloqua started with a single search for a Senior Account Executive. It was a position that called for experience selling enterprise software and the ability to meet a 1.3M quota.

The process intensified because this role was critical to the company's growth. By the time the placement was made, Eloqua had received an additional \$8M in funding citing the importance of filling out the roster with top-tier players.

Not long after, Martyn was tasked with expanding their sales team to the United States with reps from New York to Los Angeles. Operating from Toronto to fill positions across the United States was an initial obstacle, but he was able to tap into his extensive network and ultimately placed 19 high-performing Account Executives to help fuel Eloqua's growth.



*"Martyn and his firm are awesome at hiring salespeople and sales leaders. He pretty much staffed up our entire sales team at Eloqua."*

*"We benchmarked him against the best, even local recruiting firms and we found that Martyn could bring on better people, with less yield loss, from Toronto."*

Mark Organ,  
Co-Founder &  
CEO, Influitive



### TOP SEARCH CHALLENGES

- ▶ Finding a candidate that had built a high-performing sales team on a budget
- ▶ Attracting a true entrepreneur who was willing to accept equity-heavy compensation
- ▶ Identifying top-performing candidates across the United States



The Senior Account Executive Martyn placed hit 300% of his quota in the first year. Martyn filled 25 additional positions within Eloqua that were key to growing their revenue by 1000%, cementing their position as the industry leader in marketing automation.

It was an instrumental process that helped solidify their place in the competitive marketplace that resulted in a massive buyout by Oracle for \$871M at the end of 2012. An acquisition that meant an even greater reach into the Fortune 500 space.