

Insider

CASE STUDY



ABOUT INSIDER:

Insider are a B2B SaaS company that drives growth for its clients around the globe by connecting data across channels, predicting future behavior with AI, and individualizing experiences from a single platform with the fastest time to value.

They are the #1 Leader everywhere and recently unlocked their unicorn status after a Series D round. Backed by top-notch investors including Sequoia Capital, QIA, Riverwood, Endeavor Catalyst and trusted by 1000+ brands from high-growth startups to the most prestigious Fortune 500 companies.

Insider are proud that they are one of the very few female-led B2B SaaS unicorns in the world.

CHALLENGE:

The internal talent team had too many roles to fill and required external support to help them get the urgent hires in place within a time-frame.

RESULTS:

Delivered five urgent GTM hires focussing on the UK, EMEA and MENA markets. We worked with Insider to advise on competitive insights and market rates to ensure the offers went smoothly and were in line with what other fast growth SaaS companies were offering.

ROLES INCLUDED:



Head of Inside Sales EMEA



SDR UK



Account Executive UK



Customer Success Director



Sales Manager MENA

KEY ELEMENTS:

- Dedicated Account Manager & Delivery team
- Multi-touch point outreach
- Weekly/Bi-Weekly catch up's
- Market & Competitor Insights



It's been such a pleasure to partner with the Venditio team to support us with our growth plans in several markets. They stood out from the crowd even on our first chat; super motivated, full of energy, and immediately gave me that feeling that we are in this together!

They dedicated themselves from that moment to truly understanding our business needs, growth plans, and most importantly our company culture to introduce us to our future team members. I've been impressed working with Venditio and would recommend them to anyone who is looking for GTM hiring support.

CONTACT US NOW

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