

HOW WE ASSISTED A SERIES 'A' STARTUP TO PLAN ITS GROWTH TRAJECTORY TO RAISE SERIES 'B'

CLIENT BRIEF

- Our Client is India's largest Social Commerce platform where users share their experiences and interests across Lifestyle categories like Fashion, Personal Care, Recipes, Technology & Gadgets, Movies & TV Reviews, in 10 Indian languages with the users

- Today, they have over 100 million users and 50 million monthly active users
- They have over 18 million creators on the platform and is today the largest player in building the creator economy across the country



100 MN

Users



18 MN

Creators

SCENARIO

- The Company was in fast growth expansion mode and wanted to on board Head AI & ML - Personalization
- The candidate would be responsible to customize and personalize the best digital platform for the company by applying machine learning, artificial intelligence and deep learning technologies across all aspects of the business
- Since the required talent were very niche in India, we were supposed to head hunt the executive across the globe. Athena Executive Search & Consulting was retained at a very interesting phase of their growth journey and played an instrumental role in on boarding this Senior Executive

CHALLENGES

1

The client had limited brand recognition in the industry both in India and other Markets

2

The opportunity to attract leadership talent from other countries for an Indian Company posed a strong challenge

3

Our client had targeted a few comparator organisations, but the candidates were not keen to move from one established brands to a start up organisation. To address this we had to create a very strong pitch book

SOLUTION & IMPACT

APPROACH



A comprehensive research exercise was conducted by a dedicated team of consultants and vertical experts at to successfully achieve the goals and objectives of the client

We executed a detailed process of mapping candidates with following strategies:

- AI & ML Leaders from start - ups who had built platforms from scratch
- Data Science Leader with extensive international experience in advanced analytics and predictive science
- Experience as both a start-up entrepreneur and large organization
- Targeting companies with strong platforms

Athena mapped 50-70 top executives for the role across globe and created a very strong pitch book covering

OUTCOME



Athena successfully on boarded a candidate as a Consultant and he was based in US

It was a San Francisco headquartered company and is one of the largest image sharing and social media service company. They are listed in New York Stock Exchange

The candidate was someone who had built multiple products and tech platform from scratch and expanded its operations .

He became one of the key member in the Data Science Team and was part of many critical mandates for the Organization



Unique portfolio of services covering entire spectrum of Talent Management

Athena's Key Metrics

98%

Completion ratio of assignments

85%

Assignments completed under 45 days

80%

Assignments at VP level or above

70%

Assignments from repeat clients

24%

Assignments completed with diversity candidates