

HOW WE ASSISTED A SAAS - BASED COMPANY TO GROW FROM A STARTUP TO A LEADER IN THE ECOSYSTEM

CLIENT BRIEF

- Our client is a cloud telephony and AI company headquartered in Singapore. It was founded in 2009. The company provides cloud-based customer service and sales call handling solutions to businesses in Southeast Asia, South Asia, and the Middle East
- The organization is well-funded by prestigious funds like Delta Partners, Sequoia India, Mayfield, Blacksoil, and Trifecta Capital . Over a period of time, the organization continues to expand its foothold by organic and inorganic means

The company is the largest provider of cloud based communications solutions to businesses in Southeast Asia and Middle Eastern markets. In last 7 years, the company has grown from scratch to a global venture with 300+ employees, 1,000 partners and 8 offices in India, Southeast Asia and Middle East.



\$203 MN
Revenues



8
Operating Locations

SCENARIO

- The client was looking to set up their India team
- Athena assisted the organization in hiring the senior stakeholders of the company - about 8 leaders in the key leadership team
- Athena Executive Search & Consulting was retained and mandated at a very interesting phase of their growth journey to hire their Directors, Heads, VPs of various functions to lead the verticals, CTO who would play an integral role in driving the growth mandate and the India operations in the region

CHALLENGES

1

The client had limited brand recognition in the industry. The opportunity to attract leadership talent to an organization that was at a nascent stage of growth posed a strong challenge

2

They were looking at candidates who were failed entrepreneurs. Candidates that came with a background of working in the start-up ecosystem were preferred

3

Candidates with top education pedigree from top institutions like IITs . As the position was to be based in Gurgaon, relocating the relevant talent also posed a challenge

SOLUTION & IMPACT

APPROACH



A comprehensive study was conducted by a dedicated internal team of consultants and vertical experts at Athena to successfully achieve the goals and objectives of the client.



We executed a detailed process of a 3-tier industry mapping strategy. Athena mapped over 50 firms and 100+ top executives from the target industry



A strong pitch book was created for the client's proposition and was represented by our experts to engage with the desired candidates. Our consultants strongly evangelized the targeted candidates against the reservations and exposed them to the opportunities in the proposition



A meticulous assessment of these candidates was carried out by our partners keeping the client's requirement as the screening criteria.

OUTCOME



Athena was successful in building their entire leadership team for India

Athena continues to be their trusted advisor on key talent management aspects and also provides guidance in executing the perpetual executive search requirements of the client

The candidates continue to be a solid part of the leadership team with the client



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