

Rapid-Growth Software Startup Rounds Out Leadership Team with 4 New Roles



Objective: Setting the Stage for Growth with Multiple High-Level Searches

The software technology industry in Atlanta is growing so rapidly that it has gained media attention, and Rev.io is no exception. The company has grown at an incredibly fast rate over the last few years, earning accolades as a back-office software company with its telecom and IoT billing platform. The company realized they had reached a flux point where they needed to further build and round out their leadership team if they were to continue scaling at the rate they wanted to grow. The company needed people who would add value with a hands-on approach and actually elevate their culture rather than simply integrating into it.

Due to the particular challenges they faced, the company knew they needed a firm they could trust to conduct their first executive search quickly but thoroughly. Bell Oaks was retained to execute the difficult search to place the high-level role of VP of Engineering. The original plan was just to do this one search, but Rev.io was so pleased with the outcome that they partnered with Bell Oaks to fill three additional high-level roles: VP of Project Management, VP of Marketing, and Controller.

Process: Going Beyond the Search to a Meaningful Partnership

Bell Oaks used a predictable, systematic process for honing in on and interviewing the right people among a full slate of candidates for each search, providing clarity since each position was brand new and the company needed to know exactly what to expect. Ample time was also spent with each candidate discussing how they could be effective not just overall but on a daily basis so they knew exactly what to expect as well. "Bell Oaks' ability to map out and stick to a process of producing qualified candidates, and then working alongside us to evaluate those candidates, was extremely valuable - so much so that we kept going with additional searches because it made so much sense," says Rev.io CEO Brent Maropis.

"If a startup needs one leadership hire as they're growing tremendously fast, chances are good they need more so they can have everything in place to be poised for that growth," says Matt Tovrog, a Partner at Bell Oaks. "As we went along, it became clear this was the case for Rev.io, and we are thrilled we could recommend the strategy to help them set this foundation." Bell Oaks became experts in the company's culture and characteristics they look for in positions in their industry, enabling them to deliver exactly the fits the company needed for long-term growth. The process became a true partnership that surpassed the company's expectations, going well beyond just the initial searches into helping all parties feel comfortable, informed, and fully prepared throughout.

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Results: Delivering 4 Exceptional Executives in Just 6 Months

The common thread in each search was finding an executive who was extremely smart and capable to set the strategy and vision for their department but also had the willingness to be tactical and “get in the weeds.” Bell Oaks vetted and presented qualified candidates for all four searches who possessed just the right combinations of ability and motivation. In addition, the company and candidates all felt clear on what the dynamics would actually be like to work together beyond just conceptually.

“It was our first time engaging an executive search firm, so it was imperative that we work with a firm where we felt comfortable with their level of knowledge about a company like ours and had a proven track record with rapid-growth software companies,” says Brent. “The net result is our executive leadership team went from 4 to 7 people over the course of only 6 months, and this strong team is the direct result of working with Bell Oaks.”

“Bell Oaks is a true strategic partner who can accurately assess cultural and responsibility fit. Our company is now in a much better position to continue growing in scale because of the 4 roles we hired in partnership with Bell Oaks to complete our leadership team in just 6 months.”

