

## Arctic Wolf

### CASE STUDY

Arctic Wolf are a leading security operations center (SOC-as-a-service) provider and cloud-based cybersecurity service, headquartered in Sunnyvale, CA. With *marketingmoves*' help, they were well on their way to building a world class marketing team quickly and on budget.

## Our history with Arctic Wolf

Founded in 2012, Arctic Wolf is a leading security operations center (SOC-as-a-service) provider and a cloud-based cybersecurity service.

After years of steady growth, Arctic Wolf wanted to develop their brand and be recognized as a leader in cybersecurity. To do this they needed to build a world class marketing team.

## The Challenge

Arctic Wolf had already conducted their own in-house search by the time they contacted us. It had quickly become apparent that it would be too time-consuming to identify and qualify top candidates in such a competitive job market. They needed a quick hire and a candidate that had the 'must have' skills they required for the budget they had in place. Unfortunately direct applicants for the role were either missing these crucial skills or asking for an overbudget salary. It was time for an external, specialist recruitment consultancy to step in. As we have a particularly strong track record when it comes to recruiting product marketers in the IT and Cybersecurity sectors worldwide, we were the natural first choice.

*marketingmoves* needed to find a candidate that would meet and exceed all of Arctic Wolf's critical requirements: from strong leadership and substantial SaaS / security

product marketing experience to high level skills in content creation, market analysis, positioning, sales enablement and product evangelism.

Managing candidate expectations throughout the process would also be key to our success. As Arctic Wolf was a smaller company that qualified candidates might not have heard of yet, it was important to sell the company, technology and leadership to candidates. We had to paint the bigger picture, and prevent a tunnel-vision focus on salary alone.

## Our Success

After developing a detailed candidate profile and action plan, we were able to use our extensive referral network within the security space to identify and qualify candidates within a week. Thankfully, Arctic Wolf recognized that the best candidates won't always wait around for weeks of decision-making and responded to candidate submissions quickly, scheduling interviews and promptly giving feedback. Together we were able to give all an excellent candidate experience.

Arctic Wolf went on to select their finalist candidate from our shortlist and we negotiated an offer smoothly.

Time from initiation of the search to closing the deal: 3 ½ weeks

## About Us

Worldwide IT and technology marketing recruitment. We specialise in the search and selection of marketing professionals for the technology sector.

## Contact Us

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## Adaptive Insights

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But don't just take **our word for it...**

#### Client view: Arctic Wolf

"*marketingmoves* was very professional and diligent with the whole process. This was my first time with working with an outside recruiter; and it was an excellent experience. In fact, I think *marketingmoves* was much more responsive than many of the internal recruiters I have worked with in my career"

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