

Adaptive Insights

CASE STUDY

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Our history with Adaptive Insights...

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After many years of growth and success, today Adaptive Insights are the Number 1 planning, reporting and analysis application developer, with offices in the US, EMEA and Australia. Over 2000 customers, from mid-sized companies to large corporations in 85 + countries worldwide and a robust eco-system of 200+ partners are testament to their great success.

The Challenge

Adaptive was experiencing a period of rapid growth and needed to increase their head count despite the challenge of a shrinking candidate pool. The appointment of a new Director of Channel Marketing became critical to the success of their future channel/partner marketing and demand generation programs.

The challenge was to identify a candidate that would meet and exceed Adaptive's requirements in an already narrow market of skilled, director level channel marketing experts.

We needed to find that special candidate capable of accelerating marketing and demand generation initiatives across their extensive partner network, who could work closely with channel teams on joint marketing programs, partner launch events and channel lead generation.

Our Success

We collaborated across both sides of the Atlantic, from our US and UK offices, to source only the best marketers, fast. Through in-depth discussion, we gained a solid understanding of the role and developed a profile of the 'ideal' candidate. We then set up an action plan for identifying candidates based on career growth and achievements to date, and put it into effect through extensive networking and referrals, database mining and social media.

By drawing on *marketingmoves'* strong global network of marketing experts within the Technology space, we were able to reach out to several high potential candidates within a couple of days of the search's initiation. Four of these candidates would go to interview. After careful consideration and follow-up conversations with *marketingmoves*, Adaptive Insights were able to negotiate an offer and secure the candidate's acceptance.

Time from initiation of the search to closing the deal: 34 days.

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

Client view: George Coughlin, Vice President of Marketing - Adaptive Insights

"Dave at *marketingmoves* exemplifies the ideal recruiter. He does not just go through his existing rolodex to find names that fit your req but thinks through what would make for an ideal candidate. He then spends the time digging around to unearth those ideal prospects before "recruiting" them to your role. Only then does he bring back the winning candidate."

Candidate view: Lauren Duda, Director - Global Channel Marketing - Adaptive Insights

"Working with David Holton and *marketingmoves* was a pleasant and efficient experience...Within a month of my application, I was working for a great new company, and David and *marketingmoves* helped me every step of the way: from preparing for phone and in-person interviews all the way through the hiring process. I'd certainly recommend working with *marketingmoves* to my friends looking for the next great opportunity."

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