

**THE**  
*sales*  
**EXPERTS**

# CASE STUDY

HOW WE SOURCED A LEADING  
FASHION AI EXPERT IN 10 WEEKS

## CLIENT

SaaS provider

## SPECIALISATION

AI development

## SUMMARY

Our client needed a specialist to lead their SaaS AI fashion division, providing groundbreaking advancements in artificial general intelligence (AGI).



## CLIENT BACKGROUND

Our client is a renowned and established SaaS provider that is focused on pioneering the development of AI. With global reach and presence, they are shaping the future of AI for the betterment of society.

The target market for our client spans across leading tech companies, academic institutions, and governmental organizations, all of whom rely on cutting-edge AGI insights and technologies.

## KEY STATISTICS

### HUMAN RESOURCES

- 1 BUSINESS DEVELOPMENT MANAGER
- 2 SENIOR RECRUITERS
- 6 TALENT ACQUISITION MANAGERS

### TOTAL HOURS

**190**

### TIMEFRAME

**10** WEEKS

## REQUIRED ROLES

**1** Our client was on the lookout for an exceptional individual with the following qualifications:

Ph.D. in AI, machine learning, or a related field. 5+ years of experience in AGI research and development. Published works in top-tier AI conferences/journals. A passion for ethical AI development, innovative thinking, and a team-oriented approach.

## RECRUITMENT STRATEGY

We curated a bespoke database of professionals based in London who are leading the charge in AI sales development. These individuals were not just seasoned in their roles but had also shown significant contributions to the field. The expected salary bracket was competitive, keeping in line with the industry standards for such specialized roles.

Our approach was detailed, targeting only those experts who aligned with our client's mission and vision. We undertook extensive research, initiated conversations, and pitched the unparalleled opportunity our client offered.

Each prospective candidate underwent a rigorous interview process, and we utilized The Sales Experts - Expert Evaluation Assessment© to gauge their fit.

Upon concluding our evaluations, we shortlisted the best talent for our client's perusal. The client then engaged in their internal assessment procedures and rounds of discussions. We played an instrumental role in the final offer negotiations.

# RESULTS

## Leading fashion AI Expert



- \*\*Cold Screening of Candidate Profiles
- Agency Side Interviews Conducted
- Candidates Presented
- Client-side Interviews Conducted

*\*\* Cold Screening represents the initial group of candidates identified as having a potential fit to the search parameters. These candidates were then contacted and those interested in the opportunity were further screened prior to scheduling Agency Side interviews.*

Given the client's efficient interview process, which comprised a maximum of three stages, we successfully finalized the ideal candidate in just 10 weeks.



# CONCLUSION

Our swift and strategic approach to sourcing a leading Sales professional for our client's SaaS AI fashion business proved to be highly successful. Although, we faced a variety of challenges in identifying an individual with both solid sales experience and interest in fashion, we aligned our strategy with the client's mission and vision and ensured that we presented only the most qualified and passionate candidates for this position.

Persistent research combined with thorough vetting of candidates with our Sales Intelligence Evaluation Assessment<sup>©</sup> delivered the result the client expected. We are truly proud to have played a crucial role in securing a strong leader for their sales division.

