



CREATING CONNECTIONS FOR LOGICBROKER & VIRTUALSTOCK

OPENING DOORS

Our relationship with Virtualstock stretches back several years. We've supported the business on a number of commercial hires and built strong relationships across the leadership team.

Following Logicbroker's acquisition of Virtualstock, one of the Directors we'd worked closely with was preparing to leave. Having seen first-hand the quality of hires we'd delivered, she recommended PIE to the new organisation for support with recruitment in the UK. They were struggling to find the right calibre of talent and needed a partner who understood the market.

While the introduction created an opportunity, we still needed to build relationships with a new leadership team based in the US. Working closely with the Head of Customer Success and Head of Talent, we took the time to understand both the business and the challenges they were facing.

TAKING STOCK

The first challenge centred around the Customer Success team.

One Customer Success Manager vacancy had already proved difficult to fill internally and a further resignation left the new Director facing the prospect of operating without a team at all. With revenue at risk and time against them, the need for the right hires became critical.

The brief was far from straightforward. Logicbroker needed individuals capable of working with enterprise retail customers, people who understood the sector, could speak the language of retail stakeholders and build credibility quickly.

Working across UK and US time zones, we mapped the market extensively and built a targeted shortlist from a carefully selected group of comparable businesses. Within just over 30 days of taking the brief, both hires had accepted offers, providing the team with much-needed stability and momentum.

CONNECTING THE DOTS

The success of the Customer Success project quickly led to another opportunity.

The VP of Sales had been struggling to secure an Enterprise Account Executive capable of generating £1m+ in revenue whilst bringing deep enterprise retail expertise and an established network within the sector. Like the Customer Success hires, this was a highly specialised market where the strongest candidates were already succeeding elsewhere.

This was a true headhunt assignment. Extensive market mapping led us to a candidate with seven consecutive President's Club awards who was the perfect fit. The only problem? He was perfectly happy where he was.

Through a carefully managed process, interest was built on both sides. The candidate brought the retail pedigree and commercial track record the business needed, while Logicbroker presented an opportunity compelling enough to attract someone performing at the top of his game.

The result was a successful hire, bringing together a business with ambitious growth plans and a sales professional capable of helping deliver them.