

reesmarXGLOBAL
Global Recruitment x Business Expansion

CASE STUDY

LEGAL TECH

**Let's Go Global,
Together!**



OVERVIEW

Our client has more than 55 years of experience in delivering quality Intellectual Property services such as patent annuities, trademark renewals, recordals, strategic IP consulting, and cutting-edge software solutions for effective IP management. Working in unison with the law firm, our client also provides IP law firm services such as EP validations, PCT nationalizations, trademark and patent filing, prosecution, and much more.

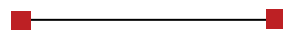
CHALLENGE

Our client has been extremely successful developing business in the United States but was struggling to gain market share in Canada with their US-based Business Development Managers trying to develop Canada. What they found was that Canadians prefer to deal with other Canadians when it comes to business dealings. After having used two other firms the prior nine months with minimal results, they wanted us to find a BDM that would work to drive sales and revenue in Canada by identifying new business opportunities for the company, as well as for our client, in the east and west territories.



RESULTS

- ☑ From the signing of the reesmarxGLOBAL contract to both hires starting was less than two months. Based off of our exceptional performance with Canada, two contracts from their European locations are also in queue.
- ☑ reesmarxGLOBAL provided the right mix of candidates with local, global, and industry knowledge to expand our client into new territories to reach new heights of success for the business.



For sage advice on how you can go global, visit our [Contact Us page](#) and reach out to one of our business growth specialists.

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