



reesmarXGLOBAL
Global Recruitment x Business Expansion

CASE STUDY

RETAINED RECRUITMENT TO ACHIEVE
GLOBAL GROWTH AT SCALE

Let's Go Global,
Together!

INTRODUCTION

Sphera was formed in 2016 and is composed of several lines of business centered around Operational Risk, Product Stewardship, and Environmental, Health & Safety. They are a leading global provider of enterprise software and services that enable companies to manage and optimize the environmental, health, safety and sustainability processes. Sphera's products enable companies to automate processes, monitor emissions, ensure regulatory compliance, and track chemical inventory throughout the manufacturing cycle. Headquartered in Chicago with offices and employees around the globe, Sphera has annual revenues of \$100 million and over 3000 customers in 70+ countries.



\$100M REVENUE



3000+ CUSTOMERS



70+ COUNTRIES

Sphera has grown aggressively since its formation, both organically and by way of multiple strategic acquisitions. Sphera has acquired five companies so far: Rivo Software, sparesFinder, Petrotechnics, SiteHawk, and thinkstep.



Sphera and reesmarXGLOBAL entered into a partnership agreement for the first time in 2018, helping Sphera to place employees in APAC. This partnership later grew as Sphera embarked on an ambitious global sales acceleration plan – hiring multiple sales executives worldwide. Through a Retained Search model, this partnership was successful in making critical hires to deliver on global growth targets in a timely manner.

CHALLENGES

Time is a key factor: in order to hit sales growth targets, sales talent needs to be hired on-schedule, as they will drive revenue for continued business growth. Top sales talent is always in high demand. Adding a historically tight labor market and a requirement for industry-specific knowledge to the equation made for a particularly challenging search. Sphera faced the challenge of hiring the best talent in both established and new markets, including:



United States and Canada



France, Denmark, Germany, UK



Japan, Singapore, India, Australia

Working on sales roles worldwide, ranging from individual contributors to the VP level, was a significant challenge. Significant recruitment resources and regional expertise were required to recruit effectively for such a wide variety of roles.

THE SOLUTION

The decision to work with reesmarxGLOBAL was driven by their experience in relevant global markets and their ability to source top talent in a timely manner through a sprint model. The team at reesmarxGLOBAL seamlessly integrated itself into the internal recruitment processes at Sphera and enabled them to continue to hit hiring goals at a time of significant headcount growth.

Utilizing the global recruitment expertise of reesmarxGLOBAL – particularly in Europe and APAC – enabled Sphera to cast a wide net to find the best candidates across multiple markets in an abbreviated timeframe. To accomplish this, reesmarxGLOBAL held kick-off calls with each hiring manager to fully understand the key requirements for every individual role. The reesmarxGLOBAL team then went to work, quickly ramping up searches and outreach to proactively identify and attract top talent for specific key roles and locations.

HOW reesmarxGLOBAL RESPONDED

- Established a single primary point of contact for the global account to streamline communications.
- Held weekly check-in calls with Global Director of Talent Acquisition, with additional touchpoints throughout the week as needed.
- Set up weekly check-in calls with hiring managers to discuss candidates.
- Managed pipeline of existing and new candidates; kept older candidates engaged to ensure they remained in the process and brought newer candidates in to keep the pipeline full.
- Provided timely updates and metrics to the internal team.
- Enhanced communication with hiring managers to ensure the recruitment/hiring process moved forward in an efficient manner.
- Proactively identified candidates for niche roles in challenging markets, such as Sales Engineers with specific Product Stewardship experience in Japan.

THE RESULTS

Throughout both Covid and the Great Resignation, the partnership between reesmarxGLOBAL and Sphera enabled Sphera to continue hitting their hiring goals despite market headwinds.

- ☑ 36 total hires, with 19 in a 12-month period.
- ☑ Placements in 10 countries across the globe
- ☑ Placements at VP, Sr. Level, and Individual Contributor levels
- ☑ Completed searches across multiple verticals (Sales, Product, Consulting, Marketing, HR, and Engineering)

THE REVIEW

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“ reesmarxGLOBAL is a trusted partner for 2 reasons. One, because of their ability to help us with global hiring. Their in-depth knowledge of international talent markets sets them apart from other firms. They can work with us across multiple business groups, seniority levels, and continents to find the talent we need, when and where we need it. Second, they take the time to understand our business, and because of their unique understanding of our domain, can identify the right candidate for us.,

Sphera's Director of Global Talent Acquisition, Susannah Graf

At reesmarxGLOBAL, we have been helping innovative, leading companies achieve rapid international growth by providing targeted global talent acquisition, resulting in the right talent in the right location at the right time. We help our clients look beyond their organization and pinpoint the skills they require to speed up their expansion process and push ahead of their competition.

For further information, visit www.reesmarx.com.

