



**GETTING DRESSED FOR  
SUCCESS WITH DRESSIPI**

## **A BUSINESS THAT'S BANG ON TREND**

We were approached by a candidate we'd previously worked with, now working as CRO for Dressipi – a seed funded technical ecommerce optimisation fashion business, which was looking for growth.

UK founded and based and with just 20 employees, they needed to kick start the growth of the sales team and needed experienced Account Executive talent to spearhead this next phase of their development.

## **TAILORMADE PROFILING**

With a brief that the ideal candidate needed experience within the fashion tech sector or from a retail tech background and that this role would develop quickly into a senior AE role as a player/manager – ideally within six months - we got to work.

We knew we were targeting a very specific candidate profile and immediately began to utilise our networks to identify individuals who closely met the brief. Using both search and contingency methodologies, we were able to quickly build a target pool of candidates to approach as well as drawing from qualified people who'd responded to our advertising.

## **NO HANGING ABOUT**

Within three weeks we'd drawn up an initial shortlist of three candidates to meet our client, two of whom quickly progressed through to the final stage, both demonstrating exceptional levels of sales skills and sector experience which made them stand out as potential hires.

The outcome? Our successful candidate was hired and onboarded within 8 weeks of the initial brief. A run(a)way success!

**FANCY A CHAT?**

Chloe Whitelock  
+44(0)1494 360360