

# CLIMBING THE PROPTech LADDER WITH LAVANDA





## GROWING LAVANDA'S PEOPLE PORTFOLIO

We've been working with this award winning PropTech business for some time. Their best in class SaaS platform allows property owners & operators to access short term rental demand and deliver a scaleable hospitality experience utilising both in-house and business supported operations.

As a Series A growth scale up, with fresh capital injection, they were looking for a number of key, senior hires to drive the next phase of their growth & as a trusted recruitment partner, they approached us to carry out the assignment.



## RIISING TO THE CHALLENGE

PIE was retained on a specialist search assignment to secure a CRO, Sales Director & VP Marketing. All hires would require PropTech specific market experience across the UK & EMEA regions. Dedication to diversity was key, the shortlists for each role needed to be layered with gender, racial & age representation as well as the more obvious key background industry knowledge and experience.

We like a challenge and this was exactly the kind we rise to. With a breadth of experience building senior level leaderships teams in the SaaS space, we knew that we could find the hard-to-find and set about identifying shortlists of candidates in the space, utilising both our strong networks of individuals across the market and carefully targeted approaches following an extensive market mapping exercise across relevant businesses in the sector.



## KEYS TO SUCCESS

A rigorous selection process ensured the identification of some exciting profiles from the preferred industry backgrounds who were fully briefed and engaged with the opportunity. The new team were sourced, assessed and onboarded within 3 months of the briefing – not bad if we do say so ourselves.

And that's not the end of the story – we're now working with the senior team on planning and delivering team builds across a contingency & outsourced RPO model. Watch this space...

**FANCY A CHAT?**

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