

CASE STUDY

**Vice
President of
Software
Sales U.S.**



FORTIS

Recruitment

SoftCo

Company Background

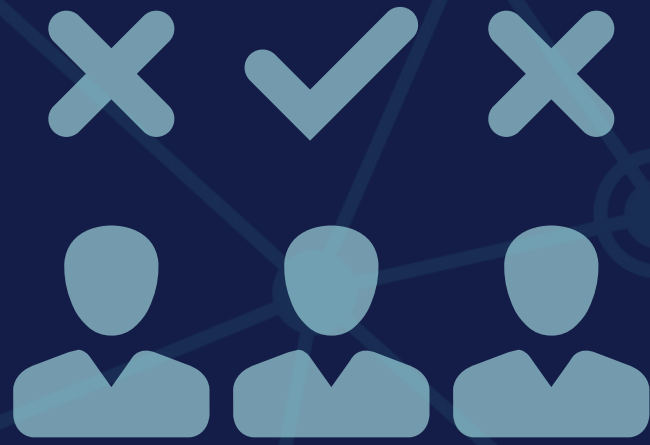


SoftCo provides financial automation software and is an Irish software company that has enjoyed successful growth since its inception in 2000. Fortis Recruitment began its successful and **exclusive partnership** with SoftCo in February 2020. We have successfully placed local and international hires across IT, Sales, Finance and HR Divisions.

The Challenge

SoftCo were looking strategically at the US market and how best they might strengthen and grow their foothold there. Fortis Recruitment held workshops with the SoftCo team to help identify the right opportunity along with the relevant talent pool and the best hiring process. To this end, they decided to appoint a VP of Software Sales to grow this key market for them. With over 8 years of experience in Technology and Executive Search, Anne-Marie Walsh was best equipped to take on this exciting and intricate appointment.

The Process



The Ideal Candidate

Our client was looking for a VP-level candidate with extensive experience in the relatively niche P2P sector in the US. Ideally, this person would have also worked in a P2P business which had successfully scaled. Given the healthy ambition of SoftCo, they were ideally looking for a candidate who had demonstrated success in their early career.



Candidate Search

Drawing on an extensive senior technology and software sales network that Anne-Marie had developed over 8 years in the technology recruitment industry she quickly secured leads and referrals for strong US candidates. In parallel to this, she reached out to Senior Software Sales candidates identified through LinkedIn. After a lengthy screening process, a shortlist of six candidates was presented.



Interview Process

Throughout the interview process, it became apparent that the candidate had to have a P2P background. We refreshed our search with a new tailored approach. Two strong final-round candidates were identified, and the preferred candidate was offered the position in March 2021.

Outcomes



SoftCo is very happy with the appointment of the VP of Software Sales and their understanding of competitors and knowledge of the US Market was enhanced during this process. The candidate is thriving in the role and we are in touch with him now as a client regularly. Fortis Recruitment is also delighted with the results of this consultative and engaged approach between our team and our client.