



LaSalle Impacts Startup Growth With Key Sales and Marketing Hires



Software Development



Direct Hire Placements



Sales & Marketing

A start-up software development company, specializing in SMS mass messaging and other user workflows. The organization helps businesses streamline client communications and generate recurring revenue.

NEEDS

- As a start up, the client needed to establish a sales infrastructure from scratch, ensuring the business had the right talent in place for its growth
- The client sought external staffing expertise to develop and implement effective sales and marketing professionals
- Needed to hire a Business Development Representative, Account Executive, Growth Marketing Manager, and Head of Sales

SOLUTIONS

- LaSalle identified optimal profiles for key roles in sales and marketing, consulting the client on the ideal candidate
- Our team sourced a sales leader with 15 years of experience to provide leadership for the growing team
- Efficiently and urgently staffed all roles needed for the startup

4

Placements

12d

Avg. time to fill

100%

Retention rate

“We wouldn’t be here without great team members brought to us by the team at LaSalle Network.”

—Co-Founder