

## CASE STUDY

stratifyd

# Software Startup Builds Executive and Technologist Teams Following \$10M Raise

CULTURE FIT | EXECUTIVE PLACEMENT | COST SAVINGS  
CANDIDATE QUALITY | WORKFLOW INTEGRATION

"IsoTalent proved to be a true 'listening tool' for our team's recruiting needs— an ideal convergence of quality, efficiency, and cost savings. They served up top executive and technologist hires who have since actively built and defined Stratifyd's culture. We especially appreciated the attention from IsoTalent's leadership team. Our stakeholders each felt they had a unique and personalized relationship with IsoTalent recruiters."



Jake Darley  
CFO, Stratifyd

## AT A GLANCE

After a Series B raise, Stratifyd took hold of a unique opportunity to build out their executive, sales, and marketing teams to align with their ambitious new culture initiatives. As a 100% remote workforce, Stratifyd required **top-quality, high-impact candidates** that complemented their vision, tech stack, and distributed work model. IsoTalent presented an "ideal fit" CEO candidate along with 5 technologist/manager roles, **ultimately reducing costs and outperforming their agency competitor.**

### KEY METRICS



#### CEO SEARCH

90 Business Days to Fill  
Cost: \$29.9k



#### TECH SEARCH

Cloud/DevOps:  
26 Days, \$23.2k

3 Backend Engineers:  
25 days, \$13.6k each

RevOps Manager:  
53 days, \$7.5k

## SOLUTIONS



IsoTalent launched a high-stakes national executive and technologist search based on Stratifyd's unique needs for culture fit, work ethic, and remote work style. IsoTalent **outperformed the former agency** that Stratifyd had worked with, presenting 10 qualified CEO candidates in less time and at a fraction of the cost of traditional commission fees.



Persona match  
and culture fit



High-touch  
recruiter  
communications



Tech-enabled  
calibration and  
qualification

## BENEFITS



1

### Ideal culture fit, 0% attrition

The resulting executive hire met all of Stratifyd's requirements for culture fit, work ethic, and leadership style. The CEO and technologist hires were successfully onboarded with zero attrition.

2

### Rapid qualification and 50% average cost savings

This high-quality CEO was placed in 90 business days, significantly lower than industry average of 4-7 months. Technologist searches ranged from 9-57 days.

3

### Technology supported remote search, workflow integration

Stratifyd actively engaged with IsoTalent's executive and recruiter teams to calibrate search efforts, expediting the approval process and keeping costs and time within target ranges.

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Lehi, Utah