



# SMART RECRUITING FOR VIVACITY



## NETWORK EXPANSION

It's always brilliant when you have a referral from someone you've helped – and sometimes it can lead to exciting new partnerships. In this case, after a recommendation from another client, a member of the board at Vivacity, an early stage scale up, got in touch with us to see if we could help build up their UK sales team as they scaled following a recent round of investment.



## SECTOR SPECIFIC

The tech this business provides is cutting edge – providing highly accurate multimodal transport data which is used to optimise transport networks and create sustainable, greener transport modes for the future. Already 30 strong in the OK, albeit mostly in the Dev Ops side, the founders now needed to ramp up the sales operation. With technology this niche, they needed salespeople who had a good understanding of smart cities allied with a strong background in either public sector or local authority sales as these would be the key markets they would be attacking.



## HITTING THE MARK

Roles with a niche business like this means we need to be highly targeted in our approaches, ensuring we use their compelling story effectively to attract candidates onboard. Over the course of the next 12 months, we successfully introduced 3 Business Development Managers, a Commercial Manager and their Global Head of Marketing. We've continued to work closely with them and look forward to helping with their international expansion plans!

**FANCY A CHAT?**

Olly Woodall

+44(0)1494 360360