

## Case study: Swiss SaaS Scale-up

### Outline:

Disruptive Switzerland-based scale-up company with highly innovative SaaS product for the energy industry and as part of growth plans needed a senior Asia based sales executive with very specific industry experience to manage and grow the APAC business which was then being managed from Europe.

### The Situation:

The client had a very differentiated, highly innovative solution and was making gains within their sector in the energy industry but was still relatively unknown due to the size of the industry and the high number of large, established companies already very present in that sector. Positioning the company, its growth ambitions and business plans would be key to persuading candidates to be considered for the role. Finding the candidate with the right experience, skill sets and personality fit was essential so the client was extremely thorough with multiple interviews with key members of the management team and a business plan presentation from the candidates was required.

### Candidates Profile Summaries:

#### Vice President Asia Pacific:

- Minimum 10 years SaaS sales and sales management experience in APAC region in their specific specialised field within the energy industry.
- Track record in penetrating, acquiring and growing new accounts across Asia
- A history in building regional team within Asia
- Asia based
- BS/BA in technical discipline plus MBA

#### Search Process

- Antal Geneva finalised job description
- Role advertised on antal.com
- Linked In advertising and social media promotion
- Leverage of Antal Geneva's international sales management Asia networks and candidate databases
- Use of advanced candidate search techniques
- Thorough selection process including reference checks, candidate interviews and submission of multiple detailed profile recommendations to client per role
- Management of multiple senior level interviews and follow up

#### Result:

- Candidate started within five months of retained search and Asia team building has started.

#### Source:

Case study submitted by our team in Switzerland, December 2020  
Led by Managing Partner, Peter Wharton

