



**SKYLAN**  
Recruitment Ltd

Case Study

 **reputation.com**<sup>®</sup>

[www.skylanrecruitment.co.uk](http://www.skylanrecruitment.co.uk)

[www.reputation.com](http://www.reputation.com)

0151 203 6554





## How do you grow a B2B SaaS start up in the UK to hit £4M in ARR in less than two years?

We look back at the meteoric rise of [www.reputation.com](http://www.reputation.com) how they established a UK site with only two staff and zero clients or pipeline. Reputation.com provides solutions for tracking and improving online reviews, social media, and local search visibility for enterprise businesses

- » Founded in 2006 – Silicon Valley
- » Series D - VC Funded \$87.3M
- » Number of Employees Worldwide: 450
- » Established a European HQ in the UK in 2012

Part of reputation.com's global growth strategy involved setting up a UK HQ to expand the European enterprise client portfolio.

### Reputation.com arrives in the UK

The current Sales Director EMEA, Anthony Gaskell was the first person on the ground, he was given the task to grow the business from scratch. He had the challenge of recruiting brand-new teams in Sales, Marketing & Customer Success.

### The Challenge

At the same time as building out new teams, Anthony was responsible for winning new Enterprise clients and drive the growth of the UK revenue stream. This mammoth task meant that time was limited and the pressure to get results was high.

### What was the strategic growth plan?

The strategy was to prioritize Sales & Marketing first and then follow up with a Customer Success team. Due to the demanding nature of the business, Anthony needed to find candidates who had experience working within SaaS and more importantly, he needed candidates who could adapt to a fast-growing scale up, where change was the one constant. At this stage of the expansion, they didn't have the time or resources to train and develop people from scratch. Urgency was key, if they were going to meet the sales quotas, they would have to recruit for both teams at the same time.



## Attracting Talent

Anthony knew that the calibre of talent he needed was in high demand as there were lots of other SaaS companies targeting the same limited talent pool. These competitors were often large global software companies who could afford to pay more attractive packages.

To make things more difficult, this calibre of talent is rarely searching for a job, they are too busy performing in their current roles and being well compensated.

At this time reputation.com had a limited marketing function and no inside sales support, so whoever they recruited would have to be prepared to go the extra mile to be successful.

## Creating the solution

Following a meeting with Anthony, it was clear how he wanted to collaborate.

- » Outsource the complete recruitment project
- » Design a talent attraction strategy to help get the best people
- » Agree timescales for candidate shortlists, interview schedules and feedback
- » Weekly progress reports.
- » Onboarding.
- » Overall management of recruitment milestones and retention.

## Results

Since 2015 reputation.com has been hugely successful under the leadership of Anthony Gaskell. Our partnership has been hugely rewarding, reputation.com can now boast:

- » £4M ARR
- » Less than 5% churn rate
- » Enterprise clients include, Zurich, Mitchells & Butlers & Enterprise Car Rental
- » Built out successful teams in:
  - » Enterprise Sales
  - » Sales Development Representatives
  - » Marketing
  - » Customer Success



## Recruitment by Numbers

- » 100% success rate on all assignments
- » 90% of all vacancies filled within 30 days
- » 4:1 ratio – for every four people interviewed, 1 offer would be made and accepted.

## What do they say?



**Anthony Gaskell**

### Managing Director, EMEA at Reputation.com

"Skylan have been instrumental in supporting the phenomenal growth of our UK operation over the last 3 years. The commitment to truly understanding our requirements and their expert recruitment knowledge is what I believe has led to us capturing some of the best talent on the market place. In a saturated industry great recruitment partners are extremely difficult to find, in Skylan I have found one and I will be forever thankful for the continued expert support and guidance I receive".



**Camille Flores – Kilfoyle**

### International Business Development Marketer at Reputation.com

Paul Foster and Skylan Recruitment found the perfect candidate for the role of Marketing Operations Specialist we were recruiting for our SaaS business in Liverpool, UK. He understood our requirements and presented suitable candidates quickly leading to one candidate being hired within a couple of weeks of starting our search. Paul is very knowledgeable of the SaaS industry and he was brilliant in supporting both myself and candidates during the interview and negotiation processes. I'm confidently recommending him!