A wide-angle photograph of the Golden Gate Bridge in San Francisco, viewed from a high vantage point on a hillside. The bridge's iconic towers and suspension cables are prominent, stretching across the water towards the city skyline in the distance. The sky is overcast with soft, grey clouds. The overall color palette is muted, with blues, greys, and the reddish-brown of the bridge.

— We know how to find the best growth  
leaders since we've been there ourselves

**revel**one

marketing consulting & recruiting

# Recruiting is Tough

- Generalists are being replaced by specialists who can keep up with rapidly evolving tech & channels
- Growth roles (marketing, sales, product) drive revenue, so there's increasing opportunity cost every month roles are vacant
- On average, you need to reach out to 100 candidates to fill 1 role (and it's almost double that to hire a marketer)
- Mis-hires often result from time pressure & lack of recruiting resources, which are costly to both sales and morale



## Candidates per hire by role



2016 The Little Grey Book of Recruiting  
- Lever

# Experienced executives from top companies

Gary Calega  
Managing Partner  
Talent and  
Marketing Strategy



Marketing and BD leader at  
eBay, Coupons, and Craftsy

Dan Weiner  
Managing Partner  
Talent



Marketing and Product leader  
at Sony, Red Bricks Media

Sam Faillace  
Executive Search &  
Recruiting



Marketing Leader at Shutterfly, Microsoft,  
Cord Blood Registry, Trumaker

Hayes Tauber  
Executive Search &  
Recruiting



Marketing leader at National  
Geographic, ESPN, Clorox, and InBev

Arthur Ly  
Executive Search &  
Recruiting



Talent Partner at Charles Vernon,  
Amazon, and various agencies

Tina Yung  
Executive Search &  
Recruiting



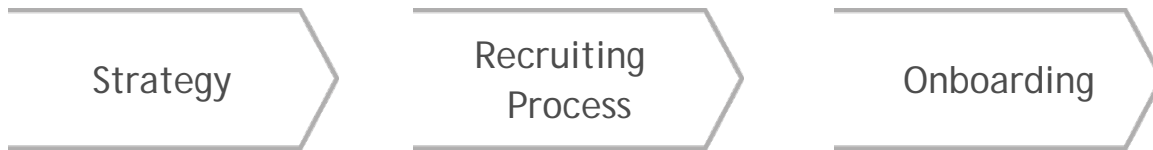
Talent Leader at Talkdesk,  
Heidrick & Struggles & Schwab Enterprise

# Expertise



as marketers ourselves, we have deeper insights into the skills required to meet your business objectives

We approach recruiting in a more strategic and holistic manner than traditional search firms



- We **interview key leaders** to understand (or help develop) your **growth strategy**
- **Align** what the person **needs to accomplish** with **role requirements**
- This sets up the search (and new hire) for success



- Exec hires get **marketing and talent strategy support** in their first year
- This gives them access to a panel of experts for key decisions

# Approach

hybrid marketing agency  
and talent firm

as operators, we bring a  
more strategic perspective  
to recruiting



**We're Tech Execs Ourselves**  
Experienced operators hiring  
across all levels  
(C-level to Manager)



**Specialization**  
Focus on Marketing, BD/Sales, and  
Product roles where we have deep  
networks & experience



**Comprehensive Targeting**  
Target entire universe of  
qualified candidates via  
structured company maps



**Structured & Transparent**  
Run like a data-driven, marketing  
campaign with complete visibility into  
the process

# Select B2C Clients



recommended by top VC  
and private equity firms

most new clients  
from referrals



# Select B2B Clients



our clients are 50% b2b and b2c

DUCO

Adobe

intuit.

SEARCHSPRING®

SIGOPT

LinkedIn

FOURSQUARE

Simplee®

CLEAR

REDAPTIVE™



QADIUM



DIGITALFUEL  
CAPITAL

shippo

homebase

galvanize



AliveCor®



BIGCOMMERCE



testlio



FACTION®

Stride  
HEALTH

forusall

· G E N A R T S ·



MediaAlpha

crew

revelone

# Timeline & Deliverables

Typical Timeline – depends on company awareness, role attractiveness, speed of internal process





# Process Transparency



published pipeline & target  
lists provide full visibility

keeps process on track for  
both sides

## Outreach Summary

Stage	Metrics
Candidates Contacted	211
Interested Response	26
% Interested in role	12.3% <i>15% Revel Market Average</i>
Total Candidates presented	11

## Field Marketing Manager Pipeline

Name	Title	Company	Stage
John Smith	Field Marketing Specialist	Check Point Software	Outreach
Jane Davis	Event Manager, Fitbit Wellness	Fitbit	Outreach
Sara White	Sr. Global Events Manager	Cisco	Outreach
Dave Black	Senior Marketing Manager	MobileIron	O1
Susan Blue	Field Marketing Manager	NetSuite	O1
Sara White	Sales Development Representative	Stackla	O2
John Smith	Events Marketing Manager	GuideSpark	O2
Jane Davis	Marketing Operations	New Relic	O2
Sara White	Director of Events	HashiCorp	Candidate Not Interested
Dave Black	Event Coordinator	Dropbox	Candidate Not Interested
Susan Blue	Marketing Program Manager	Netskope	Revel Screen
Dave Black	Senior Specialist, Executive Programs	Salesforce	Revel Screen
Susan Blue	Event Marketing Manager	Marketo	Revel Screen
Sara White	Event Marketing Specialist	Netskope	Interviewing with Client
John Smith	Marketing Programs Manager	GetPantheon	Interviewing with Client
Jane Davis	Event Marketing Programs Manager	Blue Jeans Network	Interviewing with Client
Sara White	Events Manager	Heavybit Industries	Interviewing with Client

# What We *Don't* Do



many recruiting efforts lack structure, rely on luck, or are constrained by limited resources



## Rely on Luck

Reach out only to people in our network and hope we get lucky

Rely on referrals, which can be lower quality or biased

Focus on active or inbound candidates who are 90% noise



## Run a Black Box Process

Submit candidates without having a nuanced understand of their skills

Promise a “make believe” open-ended candidate universe

Quit when a search gets tough

# Pricing



pricing structure supports  
committed resources and  
ensures a comprehensive  
search

alternative pricing:  
reduced cash for equity

## Retained Search for Marketing Leaders

Comp Range	1 <sup>st</sup> Payment	2 <sup>nd</sup> Payment	Success Fee	Total
\$275k+	\$30k	\$30k	\$50k	\$110k
\$210 - 274k	\$30k	\$30k	\$30k	\$90k
\$160-209k	\$20k	\$20k	\$20k	\$60k
\$125-159k	\$10k	\$15k	\$15k	\$40k

# Pricing



## Flexible Model for Individual Contributors roles

Fees	<ul style="list-style-type: none"><li>• \$5k per month per role to build out pipelines</li><li>• \$10k success fee</li><li>• <i>Typical role averages \$20-25k (2-3 months)</i></li></ul>
Flexible Model	<ul style="list-style-type: none"><li>• Minimum of 2 roles at any level</li><li>• Flexibility to change the roles we work on from month to month</li><li>• Low risk - stop any time</li></ul>
Partnership & Leverage	<ul style="list-style-type: none"><li>• We become an extension of your recruiting team</li><li>• We bring deep marketing expertise as you shape your team &amp; massive networks at all levels for sourcing</li></ul>

# Contact



Call

415-699-6365



Visit

[www.revel-one.com](http://www.revel-one.com)



email

[gcalega@revel-one.com](mailto:gcalega@revel-one.com)

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**Gary Calega**  
Co-Founder, Managing Partner