



Go-To-Market Case Study

Organisation : **Core Security**

Position : **Sales Director, EMEA**

Established in 1996, Core Security Technologies is a computer and network security company that provides IT security testing and measurement software products and services. The technology enables organisations to apprehend security threats and critical business risks and allows security professionals to manage security controls, while also revealing the risk paths that can traverse IT layers to expose critical assets. Internal teams can then assess threats to the business, while benchmarking and analysing risk on a continual basis.

Core Security is currently the leading provider of IT security testing solutions in the market and has a customer base of over 1,000. Originally based in New York, Core Security now has development sites in Argentina, Boston and India. Its security testing products are utilised by businesses of all sizes and are widely used by corporations and government agencies including the Royal Borough of Windsor and Maidenhead, Lastminute.com and BT. Its security testing software allows these varied organisations to maintain PCI compliance as well as the security of customer data.

Already well established in the US, the company was looking to further its expansion into Europe and therefore required a Sales Director, EMEA with both technical and sales skills to manage this expansion. In order to build the business and support the growth of the company into EMEA, the candidate would need the ability to sell to large-scale enterprises, while also understanding the technical complexities of Core Security's products.

Acumin Consulting had worked with Stephen Pace, VP of Sales and Services at Core Security previously, helping him to facilitate Core Security's initial entry into the UK and Europe. He approached Acumin to manage the Sales Director hire due to Acumin's strong track record of finding candidates that suited both their technical and commercial needs.

Acumin worked with Core Security to define the exact specifications required in a candidate and to recognise which markets to penetrate. The key attributes required to match the needs of the organisation were identified as technical skills and significant experience in a sales position.

Acumin were then able to draw up a targeted list of candidates, who were screened through telephone interviews. The remaining six undertook face-to-face interviews with Stephen Pace in Boston before the company's Marketing, Channel Sales and Operations directors gave the final three candidates telephone interviews. Subsequently, Jim Daniel was offered the role.

This role was an attractive prospect due to Core Security's exciting EMEA expansion plans. I look forward to contributing to the business growth in Europe and achieving the sales results that will enable Core Security to experience similar success to other regions.

Jim Daniel
Sales Director, Core Security

Jim was awarded the role due to his impressive technical market knowledge and experience of selling solutions to large-scale enterprises, which were the major requirements of Core Security's search. These attributes would clearly enable him to successfully sustain Core Security's growth into EMEA. He started at the company on November 1st 2010.

“ Entering a new market can be challenging, but with Acumin's help, we were confident it would be successful. The range of services they provide and their market knowledge puts them on another level in terms of insightful advice. This offering is backed up by go-to-market services that enable a company like ours high-speed market entry, underpinned by a scalable execution platform. **”**

Stephen Pace
VP Global Sales and Marketing, CoreSecurity Inc.

Core Security has asked the Acumin Consultants to support the search and selection of additional roles including a pre-sales role within the organisation.

Established in 1998, Acumin is the leading provider of recruitment services to the Information Security and Risk Management markets. Supporting this core offering, Acumin provide Go-To-Market services to technology vendors enabling geographic expansion and sales acceleration across EMEA.

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