



## Case Study

An innovative solution by Acumin facilitates Panaseer's growth across Sales, Marketing, Engineering, and Customer Success.



## OVERVIEW

The demand for Panaseer's service saw them grow by 300% in 2020, and then another 100% in 2021. To continue their upward growth trajectory, following a successful Series B funding round, Panaseer approached Acumin to make key-hires across the company with people who were not only highly talented but also shared company values, and believed in its vision to protect the critical services and data that we all rely on.

## OBJECTIVE

Panaseer approached Acumin to complete the creation of Panaseer's executive team, whilst also building Sales, Sales Engineering, Channel and Alliances, Marketing, and Customer Success teams in Europe and the US.

## ABOUT PANASEER

Solving the biggest problem in Cyber Security today, Panaseer helps stop preventable breaches by improving security posture management through Continuous Controls Monitoring (CCM). The company's platform automates security controls metrics, measurement and reporting. This gives enterprises trusted and contextualized security insights while driving accountability across the business.

## CHALLENGES

### People Function

At the time, Panaseer had not developed a 'people function' or a consistent way to hire. The recruitment plans had to be accelerated for Panaseer to achieve high growth and to succeed in a rapidly changing industry.

### Employee Driven Market

Operating in a competitive and fast-growing landscape of cyber-security; an industry with a renowned skills shortage, rising salaries, and low job tenures, Panaseer faced the challenge many scale-ups encounter; how do we identify and attract the best without compromising on our core values?

### Mindset, Values & Culture

Panaseer wasn't just looking for people who were "great at their job". In order to be successful, candidates would need to embrace the culture that had been carefully nurtured by the senior leadership team, built on strong values. Identifying candidates who respected and identified with the company's values would be a key component in building an organisation capable of success.

“The team at Acumin is incredibly well- connected, well-informed, and share the same value system as Panaseer. Acumin's solution to our problem was inventive, and creative; a recruitment on demand service where we could take on an Acumin consultant, embed them into our company and work closely with the hiring managers to achieve the quality and speed of hiring we needed to support our growth.

With their proven capability, trustworthiness, research, effort, and due diligence, they were able to hire the right people for us. I believe people with high standards tend to hire people with equally high standards, so it is no surprise that Acumin were able to deliver such high calibre people for Panaseer.”

**JONATHAN GILL**  
CEO - PANASEER

## SOLUTION

- Recruitment as a Service was a new initiative for Acumin, developed to support Panaseer's hiring needs and their rapid growth.
- Acumin's consultant Ben Fitzgerald started by having individual conversations with the executive and senior leadership team to explore their experiences so far; what had worked, where there was room for improvement, and the recurring obstacles in identifying, attracting, and retaining talent. Panaseer's CEO sponsored this initiative and was involved from the start.
- Once these challenges had been identified, Ben worked closely with the hiring managers across GTM functions to design and implement a talent acquisition strategy that would streamline the recruitment processes and improve key metrics such as time to and quality of hire.
- The Acumin team acted as trusted advisors through each recruitment process.
- In doing so, Acumin played a key role in the placement of executive, senior leadership, and key GTM positions in the United States & Europe.

## RESULTS

### Positions Managed

**12**

- Senior Account Executive- EMEA
- Demand Generation Manager
- Digital Marketing Manager
- Lead Sales Engineer - US
- Sales Engineer - UK
- VP Customer Success
- Global Head of Channel & Alliance
- Product Marketing Director
- Revenue Marketing Director
- 3 Senior Account Executives- US

### Placement Timeframe

**2 MONTHS** avg.

### Retention Rate

**90%** After 7 Months

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At Panaseer I saw a value proposition addressing a genuine pain point in the industry, incredibly talented individuals throughout, and a unique culture based on lifetime of learning and low-ego leadership; a concoction seldom found in high-growth scale-up environments.

I thoroughly enjoyed working with Panaseer and came away from the project grateful for all I learnt from the team. I can't wait to see what lies ahead as they continue to grow.

**BEN FITZGERALD**  
ACUMIN CONSULTANT