

revelone

A silhouette of a person stands on a beach at sunset, blowing smoke into the air. The smoke forms a large, billowing cloud that rises into the sky. The sky is a mix of deep red and purple, with the sun low on the horizon. The person's reflection is visible in the wet sand. The overall mood is dramatic and artistic.

**We're more effective at
recruiting marketing
leaders since we've
been in their shoes**

Traditional recruiting model is **less effective in marketing**

Marketing is changing faster than any other function

(e.g., Channels and growth strategies radically different than just 2 years ago)

Therefore, even at executive levels, candidates are more:



Specialized



Technically savvy

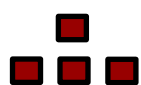


Highly analytical

As marketing becomes increasingly complex, generalist recruiters miss the key differences among marketers and how companies define roles

Why RevelOne is **Unique** and **More Effective**

As former marketing executives, we provide strategic assistance and go beyond the transactional nature of traditional recruiters



Org design to align KPIs with your leadership team for accountability, to properly nest roles together, and to ensure everyone is rowing in the same direction



Role scoping to define skill requirements based on desired business outcomes, then translate into a search strategy around segments of companies that develop people with those skills



Due to our specialization, we have the largest networks and expertise to more effectively **find and vet the highest quality candidates**



Hiring from **C-level to director** for both B2C and B2B



Since “marketing takes a village,” our **onboarding program** leverages our expertise and networks to identify quick wins, reduce risks, and help them have impact in the first 100 days

Our Co-Founders are Marketing & Product **Executives**



Gary Calega

**Managing Partner and
Co-Founder**

Marketing and BD
Leader at eBay,
Quotient, and BluPrint



Dan Weiner

**Managing Partner and
Co-Founder**

Marketing and
Product Leader at
Sony and Red Bricks
Media

We have **marketing, sales & talent** backgrounds from top companies



John Davies
Senior Vice President



Tina Yung
Vice President



Liz Schrum
Vice President



Jason Topel
Vice President



Ahmed Nassef
Vice President, Talent & Partnerships



David Jones
Chief Revenue Officer



Katie Droke
Vice President



Lauren Zaleski
Vice President



Kim Thiel
Vice President Marketing and Talent



Harry Masters
Senior Director

Some of our senior recruiters from our 40+ person team

Select **B2C** Clients

Recommended by **top VC** and **private equity** firms

[More Clients](#)



Postmates

noom

BOLL & BRANCH™



Credit Karma™

STITCH FIX



MASTERCLASS

ROTHY'S

Grove
COLLABORATIVE

TORY BURCH

LUCID

EVERLANE

UDACITY

SUN BASKET

Capital One

Zappos
.com

five
BEL'W

Shipt

BIRDY GREY

BIRDIES

Thumbtack

cocokind

TAMARA MELLON

P&G



freedom

glowforge™

BURROW

TECOVAS
FINE BOOTMAKERS

Select **B2B** Clients

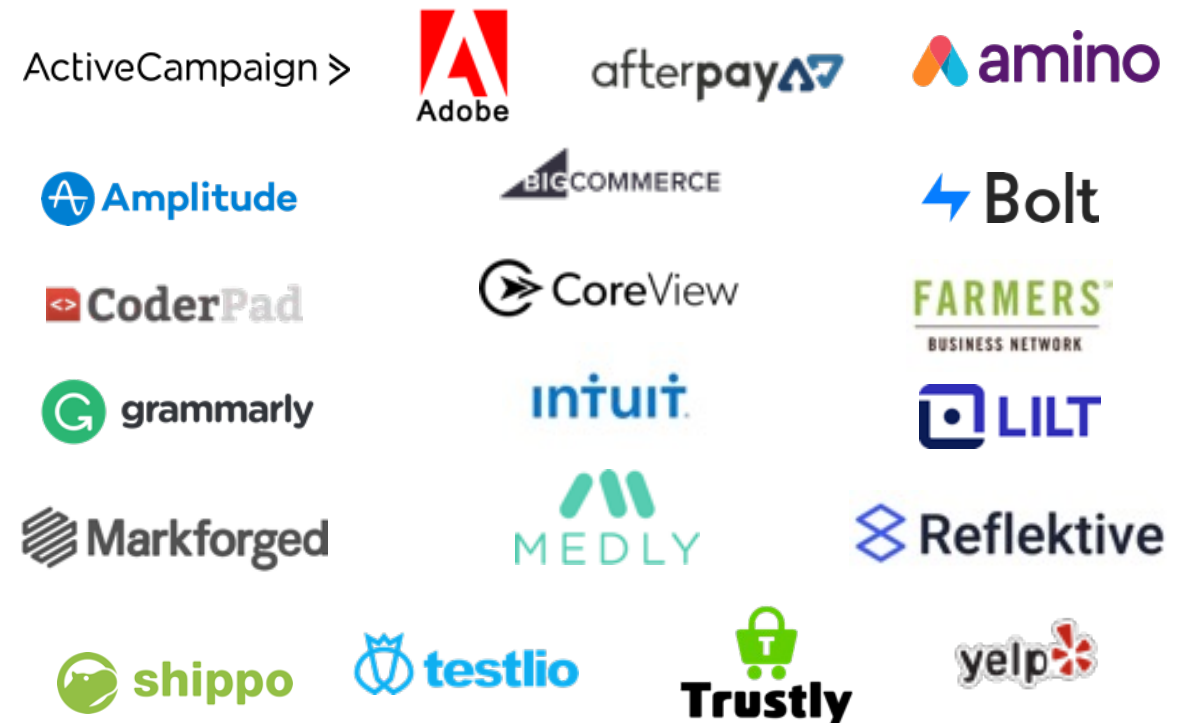
[More Clients](#)

Our clients **trust us for multiple key roles** and most new clients come from **referrals**

Enterprise



SMB / SaaS



Trusted by Top VCs and PE Firms for Their Own Teams

- **Subspecialty** placing specialist partners at blue chip VCs and PE firms
- We've placed **dozens of go-to-market operating partners** – more than any other executive search firm
- **VCs trust us** above other search firms because **we share their high bar** in vetting for intellect, executive presence and breadth of marketing experience

Client Testimonials

“RevelOne was a great search and thought partner in building out the growth function at Stitch Fix. I selected them since they are former marketing/product leaders, so we were able to really empathize with both candidates and our team. I would hire them again without hesitation.”

Mike Duboe, Partner at Greylock
(former VP of Marketing at Stitch Fix) **STITCH FIX**

“RevelOne did an outstanding job of finding people who met our requirements, providing continuous visibility on the pipeline, and refusing to stop until we found our first executive marketing leader. They are now helping us hire key roles as we build the marketing function.”

Jason Brown, SVP and GM **yelp**

“We rely on RevelOne as the company is led by former marketers who excel at building a pipeline of marketing leaders in difficult markets - where the candidates are not so obvious - and can also run full-stack marketing team build-outs.”

Jason Ewell, Operating Partner **INSIGHT PARTNERS**

“We tasked RevelOne with helping us find a top-flight Silicon Valley CMO. Our criteria list was clear - we sought an exceptional leader who could combine high-performance growth with building an iconic, billion-dollar online brand. It was a shortlist of very high-quality people. They ran a thoughtful and structured process that resulted in an outstanding hire.”

Adam Zbar, CEO **SUN BASKET**

“RevelOne helped us hire a great CMO who met both Lux Capital's extremely high-quality bar and our nuanced set of skill requirements. RevelOne presented us with exceptional candidates from a diverse set of backgrounds and managed our process effectively across many stakeholders.”

Josh Wolfe, Founder, Managing Director **Lux Capital**

RevelOne's Advantage

Criteria	RevelOne	Marketing Boutiques	Big Firms	Individual Recruiters
Specialization in Marketing	●	●	○	●
Firm run by former Marketing Leaders	●	◐	○	◐
Senior people manage your search	●	●	○	◐
Consultative: industry insights and talent strategy	●	●	●	○
Hire at all levels	●	○	○	●
Large network and resources to move fast	●	○	◐	○
Deep functional interviews from firsthand knowledge	●	◐	◐	●
Highly structured, transparent, & data-driven approach	●	◐	◐	◐
Money-back satisfaction policy and candidate guarantees	●	○	○	○
RevelUp Success Program – new hire onboarding program	●	○	○	○

498 out of 500 of our last hires were successful – industry leading performance

RevelUp: Candidate Success Program

The **first 100 days** are critical to success in any role

RevelOne supports new hires by leveraging our network and expertise as operators to help them achieve **early wins**

Free - included as a part of our search services

Examples of how we help new hires:

- ✓ Sounding board for strategies or new ideas
- ✓ Assistance with major challenges & reducing risks
- ✓ Advice on org design and role scoping
- ✓ Referrals to vetted freelancers, agencies, & MarTech
- ✓ Connections to the best subject matter expert to accelerate learning on key decisions

Our goal is to help them hit their objectives, remove risks, save time, and execute quickly

RevelOne Sales Practice

After closing numerous Sales Leadership roles, RevelOne launched a dedicated Sales Practice

Sales Practice Team



John Davies
Senior Vice President



Eric Guajardo
Talent Consultant



Uddhav Mehra
Talent Consultant



Loizos Karaiskos
Research Analyst

Top Searches

- Sales Leadership
- Customer Success Leadership
- Sales Engineering
- BD
- Partnerships
- Sales/Revenue Operations
- Sales Development/ Sales Enablement

Select Sales Clients

afterpay

bazaarvoice

BIGCOMMERCE

Sizzabo

Bolt

Deliverr

FORTER

FORTIVE

GONG

grammarly

HOTELENGINE.

INTELEX

NextRoll

nTopology

Revenue

rubrik

SANITY

Trustly

Diversity — RevelOne's Approach & Investment

RevelOne's Comprehensive Research Model

- *Traditional approach of others* that are based on existing relationships limit the talent pool and can implicitly reinforce past biases and networks.
- After scoping the role, we create candidate pipelines based on data and research to identify the entire universe of relevant candidates - not just a subset that we know.

Talent Pool Expansion to Increase Diversity in our Searches

- **Targeting:** As marketers ourselves, we can open up new talent pools by identifying non-obvious backgrounds from transferable skill sets.
- **Outreach:** We can prioritize diverse candidates with early, repeated and focused outreach to bring them into the interview process.

Multiple Sources of Diverse Candidates

- **80,000+** marketers and GTM candidates in our database gives us the scale to source candidates from diverse backgrounds across many functions
- **240** colleges and universities that are HBCU, HSI, military colleges, and strong in diversity
- **450+** LinkedIn groups and affiliations where diverse candidates have self-identified
- Job postings at HBCU sites and career centers and other job boards for under-represented groups

Working with **RevelOne**

RevelOne approach – we bring the discipline of experienced operators to search



Structured

Search methodology rooted in rigor and advanced tools



Data Driven

In-depth analytics on funnel and response rates



Transparent

Real-time client visibility allows rapid iteration and alignment



Network & Insights

Largest network of marketers and actionable market insights

Process Transparency

Sample Search Report – provides market insights, which help clients calibrate and more quickly hire the right candidate

Full Metrics

	Current Metrics	Revel Market Average	
		Month One	Total Search
Universe	104	50-100	100-200
Replied Interested	20		12-20
% Interested	19.2%		6-20%
Revel Screen Interviews	7	6-8	8-15
Upcoming Interviews	1		
Candidates presented	5	4	6-8
Offers	0		1-2

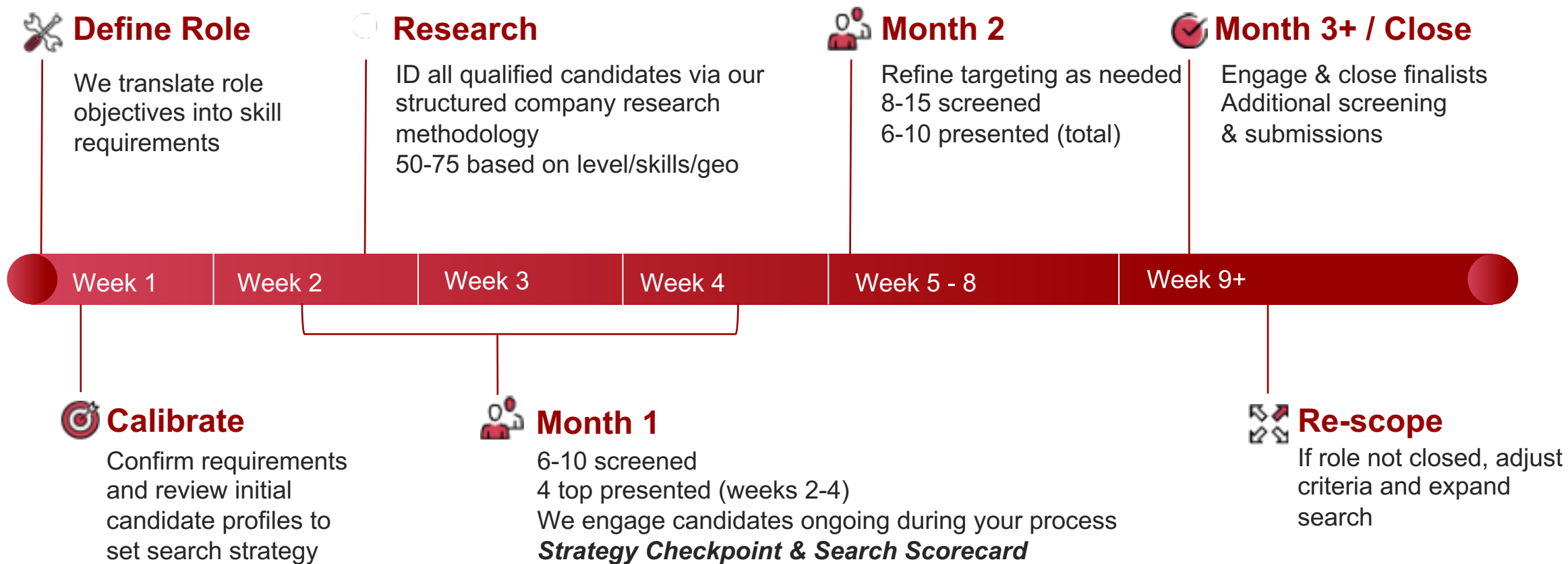


Published pipeline & target lists provide full visibility

Chief Marketing Officer - Pipeline

RevelOne Candidates Contacted				
NAME	STAGE	TITLE	COMPANY	LOCATION
John Smith	Client Interviewing	Head of Marketing - Shopping	Google	Burlingame, CA
Jane Davis	Client Interviewing	Chief Marketing Officer	Monster	San Francisco, CA
Sarah Rogers	Client Interviewing	Vice President Marketing	Metromile	San Francisco, CA
David Johnson	Client Interviewing	COO & CMO	LifeLock	San Francisco, CA
Derek James	Client Interviewing	Head of Growth Marketing	Lyft	San Mateo, CA
Julie Lin	Client Interviewing	Director, Product Marketing	Facebook	San Francisco, CA
John Smith	Client Rejected	Vice President- Digital Lab	VF Corporation	Alameda, CA
Jane Davis	Client Rejected	VP of Marketing	CaaStle	Mountain View, CA
Sarah Rogers	Client Rejected	Founder/CEO	Tidewater360	Seattle, WA
David Johnson	Client Rejected	Chief Marketing Officer	RentPath	Kirkland, WA
Derek James	Candidate Not Interested	Global Head of Marketing, Google Play	Google	San Francisco, CA
Julie Lin	Candidate Not Interested	Senior Vice President, Marketing	OnDeck	San Francisco, CA
John Smith	Candidate Not Interested	Senior Director Global Marketing	LinkedIn	San Francisco, CA
Jane Davis	Revel Interview Scheduled	Vice President of Marketing, Sales and BD	Indiegogo	San Francisco, CA
Sarah Rogers	Revel Interview Scheduled	Director, Product Marketing	Facebook	San Francisco, CA
David Johnson	Revel Interview Scheduled	Chief Marketing Officer, Amazon Fashion	Amazon	Seattle, WA
Derek James	Outreach	Vice President, Brand Marketing	Minted	San Francisco, CA
Julie Lin	Outreach	EVP, Chief Marketing Officer	NHL	San Francisco, CA
John Smith	Outreach	VP Marketing & Growth, Amazon Music	Amazon	Seattle, WA
Jane Davis	Outreach	SVP, Head of Marketing	Parachute	Los Angeles, CA

Timeline & Deliverables



Retained Search **Pricing**

Fees

- Fee is % of total cash compensation (Equity is excluded)
- % is based on seniority (e.g., C-Level, VP, Director, Manager)
- Total fee paid in 3 phases

Payment Schedule

- 1/3 start, 1/3 for month 2, and 1/3 final fee
- Final fee is a true up payment to candidate's actual comp
- Example CMO: \$270k hire is 33% of comp = \$90k fee (\$30k, \$30k, & \$30k)

Partnership

- We partner and provide dedicated team until role is filled
- Industry-leading candidate retention rates
- Risk-free model: satisfaction guarantee on RevelOne search, and 6-month candidate guarantee



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revel-one.com/contact-us/