

## Case Study



When MIQ needed to hire a strategically important role, they chose to Pivotal as a respected recruitment partner within the adtech and programmatic landscape.



**Position(s):** *Senior Client Partner,  
International Sales Executive*

MiQ, a top programmatic partner, aims to enhance marketing connectivity for agencies and advertisers worldwide. Positioned at the crossroads of programmatic advertising and big data, they collaborate with global and local Agency Holding Companies. Through their diverse product lineup, MiQ harnesses data for actionable insights and outcomes.

## Challenge

MiQ faced a period of expansion within their strategic partnerships team, marked by the challenge of identifying ideal candidates for key positions. Particularly, the task to secure a fitting candidate for the pivotal role of Global Senior Partner, reporting directly to the VP Global Agencies, proved intricate. Additionally, a search was underway for a Sales Executive, an integral role within their international team. These searches coincided with a candidate-driven job market, resulting in a much smaller candidate pool. Nevertheless, recognising the significance of these roles to the organisation, an enormous amount of work was put in to make these projects a success.

## Solution

In our collaboration, we conducted weekly progress meetings and developed a comprehensive 'briefing pack' with job descriptions for candidate outreach. Subsequently, we streamlined candidate review by scheduling detailed meetings after each submission batch, expediting the interview process. To ensure candidate suitability, we crafted customised pre-screen questions tailored to MiQ's technical requirements. Our consistent two-way communication facilitated valuable feedback sharing post-interview stages. For the Global Client Partner role, we managed the entire offer process. Additionally, our consultancy extended to the International Sales Executive position, advising the client on salary benchmarks and challenges, with plans to reopen the role when market conditions improved, mitigating unsuitable hiring costs.

## Results

Now a preferred talent partner for their Global team, Pivotal's work on both positions was a huge success, both in filling a tricky role and building trust through consulting at every stage of the processes

*"Pivotal are a well respected recruitment partner within the adtech and programmatic landscape, which is why we decided to partner with them when hiring a strategically important senior level agency sales role. The process was seamless, from the initial discovery call, through to leveraging their own high quality talent networks and introducing us to more candidates that they had headhunted. Within 4 weeks the role had been offered and accepted and we were delighted!"*  
VP, Global Agencies, MiQ



Candidates Screened

554



CV Sent

37



Interviews

29



Successful Hire

2

