



## Case Study — Showpad

The global leader in SaaS sales enablement. Series D late stage venture.

When we started our mission with Showpad, they had taken series C funding. Product-market fit was in alignment and the message was a clear one; we are going to scale.

This meant high calibre cross-functional hiring in EMEA.

We were selected for one of our specialisms: hiring in Germany and the DACH region. Working on an exclusive retained model, first task was to build out the BDR team locally in Munich. We hired a manager and then, in the first wave, a team of 4 BDRs. Alongside, we hired a mid-market sales AE, a CSM, and an SE.

Showpad have now taken Series D and another \$70m. The mission to build out a repeatable, predictable revenue generating machine, without compromise in culture, continues at great pace!

We love our work with Showpad, and working in Germany is very rewarding.

For the uninitiated, Germany can be a challenging region in which to hire. Local employment laws, notice periods, tax and benefits all see very different treatment. However, with the right approach, there is every reason for a software vendor to invest in the markets here.

### About Showpad

The Showpad Sales Enablement Platform unifies sales content management with training and coaching in a single user experience. Artificial Intelligence recommends the right content and training for every opportunity.

Showpad services more than 1,200 customers across the globe including Johnson & Johnson, BASF, GE Healthcare, Fujifilm, Bridgestone, Dow and Honeywell. Founded in 2011, the company has headquarters in Ghent and Chicago.