



## Case Study

Team Build Out

## Location

Paris, France &  
London, UK

## Client

Trifacta



A US headquartered Big Data software start-up – at series C with in excess of \$75m funding at the time of Strallen's engagement.

A pioneer in data transformation, significantly enhancing the value of an enterprise's Big Data by enabling users to easily transform raw, complex data into clean and structured formats for analysis. Leveraging decades of innovative work in human-computer interaction, scalable data management and machine learning, our client's unique technology creates a partnership between user and machine, with each side learning from the other and becoming smarter with experience.

The platform significantly shortens the 'time to insight' by making data scientists and analysts 30x more productive, while also enabling dramatically better business decisions by giving business analysts direct access to Big Data.

## The Mission

To build out the European team, in Paris and London, with two key Presales hires, and an additional Customer Solution Architect, to drive customer adoption and success.

This was a start-up environment. The culture was fast, lean and required adaptability and resilience in all candidates selected. On top of this they needed to be commercially and technically qualified and fit for purpose in the domain.

## The Process

Strallen took a detailed brief, taking data and insight from multiple stakeholders in the business: VP Sales EMEA, Director Global Sales Engineering, and Director of Customer Success.

Two weeks of target market / candidate sourcing and qualification. This was primarily direct headhunt, and flexing of Strallen's extensive active and passive candidate network in France and the UK.

## Result

All three positions were filled by highly qualified candidates within the desired timeframe!