

afterpay 

Case Study



Hiring a Country Manager for Afterpay

Hiring your first sales leader in a **new** market.

Growing startups often struggle with the big question: When is the right time to scale the leadership team? Especially when it comes to sales—do you bring in a CRO, VP of Sales, Director, or Manager? We recently put The Leadership Agency's sourcing expertise to work for a fast-growing tech startup, helping them land their first-ever sales leader to break into a new market.

The Leadership Agency recruits for the most impressive companies of our generation. Our mission is to help high-growth companies make their best hires. We are a women-led company and believe in diversity, inclusion & belonging - diverse teams are strong teams.

We do it differently.

We're not just recruiters—we're your partners in building the teams of tomorrow.

Where to find us:



/theleadershipagency



@theleadershipagency



leadershipagency.com

3000+

placements

300+

clients

50%

women and/or BIPOC placements

30%

clients Seed-C

Search Statistics

Numbers tell us a lot about a search. They not only provide us with real-time data but also insights into the talent market.

Timeline

90
DAYS

Candidates

21
PRESENTED

Interviews

15
CANDIDATES

Placements

1
COUNTRY
MANAGER

Afterpay is a technology-driven payments startup based in Australia that facilitates commerce between retail merchants and their end customers. Headquartered in the heart of San Francisco, Afterpay has transformed the way people pay by allowing shoppers to receive products immediately and pay in 4 simple installments.

Afterpay's Pledge to Diversity and Driving Positive Change

The Leadership Agency is committed to working with companies that uphold the same values of inclusivity, transparency, and commitment to diversity. Afterpay "values and is proud of its strong and diverse workforce and is committed to supporting and further developing this diversity through attracting, recruiting, engaging and retaining diverse talent."

How we helped Afterpay

Afterpay has over 10M active customers globally and works with over 50,000 of the world's leading retailers. Afterpay is on a mission to disrupt the way customers shop and become the most loved way to pay.

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“Thank you for being a partner & an ally!”



Tia Phillips
HR & Talent Leader

1

Discovery with the Afterpay team

2

Meeting to understand the criteria of the exclusive search

3

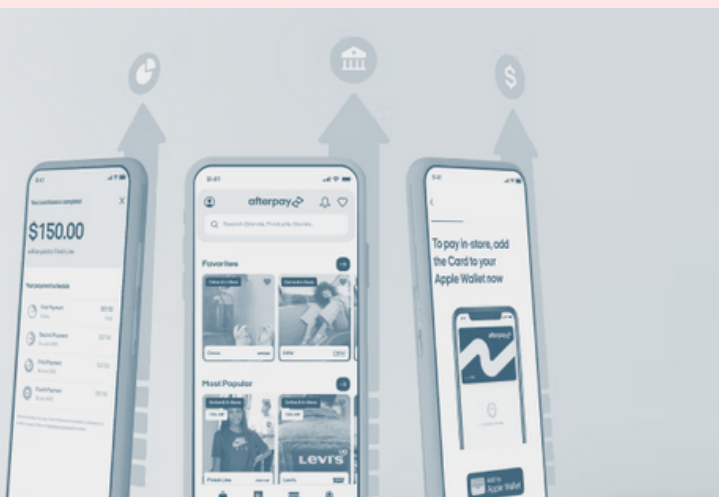
Search project launched within 1 hour of approval

4

Weekly sync meetings with Afterpay. Data, full transparency and visibility into the search provided

5

Country Manager hired within 90 days

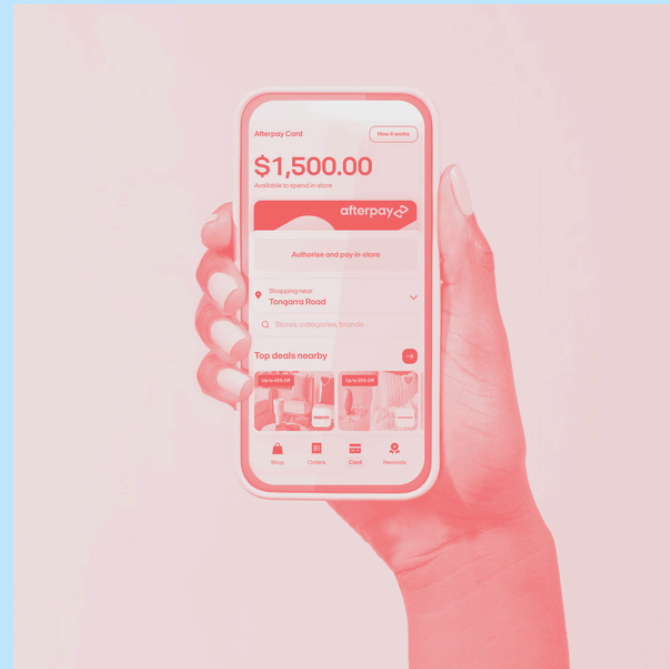


The Challenge

Since being founded in 2015, the company has experienced enormous growth. Afterpay is available in Australia, New Zealand, the United States, and the United Kingdom, and with the company expanding to the Canadian market, they needed a dedicated sales leader to hit the ground running in this new territory.

afterpay

Now available
for international
shoppers.



The Solution

The team at Afterpay engaged The Leadership Agency to find their Country Manager. The Leadership Agency's first step in its unique sourcing process began with a debrief call with Afterpay to fully understand their requirements and gain in-depth knowledge of the company, the culture, and the brand. In just five business days, The Leadership Agency presented the first round of candidates to the Afterpay talent and executive team

Our Process

Everything starts with a discovery.

Discovery with ELT

Our team sat down with Afterpay's CPO, CRO, Head of Talent, Director of Sales, Senior Recruiter, and People Operations to discuss the scope of the role. The Leadership Agency begins every search by learning the company culture, and understanding the core values of the team and leadership.

Revenue Model Analysis

To truly align with the goals of a business - and identify and attract the best candidates for the role - requires an understanding of the financials. The Leadership Agency acquires comprehensive knowledge of a company's revenue model by asking the right questions: Are they looking to grow current contract revenue, acquire net new business, lower their churn rate, increase monthly recurring revenue, expand into new markets, or go upmarket and get to the enterprise?

Setting Timelines

The Leadership Agency set up transparent and aggressive timelines in advance so that Afterpay would know what results to expect and when. Afterpay understood and approved the precise dimensions of the search i

The Result

Within an hour of its initial consultation, The Leadership Agency launched the search. Key deliverables included...

- Search launched in an hour
- Within five business days, Afterpay was presented with vetted, qualified candidates, and a talent market analysis
- The Leadership Agency team held detailed conversations with hundreds of potential sales leaders to find just the few who would be great fits for the Afterpay brand
- Within 3 months Afterpay had their first Country Manager in Canada hired and onboarded.

The End!



Ready to see where we can take you?