One exclusive search. Three candidates. One hire who delivered from day one.

The UK Sales Director a CEO could trust from day one

A European AI experimentation and personalisation platform needed a UK Sales Director it could not afford to get wrong. We found him inside the client's own competitive ecosystem. The CEO met only three people, and the offer was accepted 41 days after the brief.

Exclusive	41 days	3	+2
confidential search partnership	from brief to accepted offer	candidates met by the CEO	sales hires made by the new Director

AT A GLANCE

CLIENT
European AI-driven experimentation and personalisation platform, 700+ enterprise customers

ROLE
UK Sales Director, reporting to the CEO

LOCATION
London, UK

REMIT
New-business hunting, plus existing accounts, partners and the UK P&L

ENGAGEMENT
Exclusive, confidential search

RESULT
Offer accepted in 41 days; in seat 62 days after the brief; new strategic accounts won; UK team grown by two

The challenge: a hire the CEO could not get wrong

Our client is the only optimisation platform to unite Web Experimentation, Feature Experimentation and AI-Driven Personalisation in one place. Product and marketing teams use it to raise their experimentation velocity.

The UK seat was empty. The CEO needed a replacement who could hunt new enterprise logos and, at the same time, take over existing accounts, partners and the UK P&L. His test was simple:

> He wanted a UK leader who would give him the confidence to build the market, and who would let him "sleep well at night."
>
> The CEO's brief to Optima Search

The profile was niche: close-ecosystem experience, a safe pair of hands from day one, and the hunger to grow a £1.7M annual new-business number.

Our approach: exclusive, ecosystem-only, decision-ready

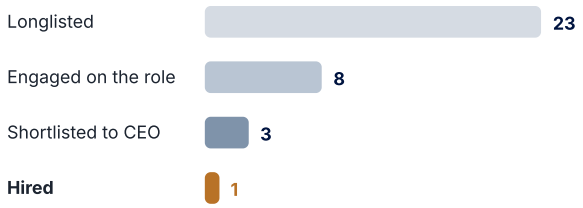
The CEO gave us the search exclusively, trusting our methodology, our judgement and our network. That let us go narrow and deep rather than wide and noisy.

1. **One partner, full ownership.** We ran the search confidentially as the client's single voice in the market.
2. **A market we already know.** Every name on our 23-person longlist came from experimentation, personalisation, digital-experience and analytics vendors, many already in our network.
3. **We filtered, so the CEO didn't have to.** We tested every candidate on both halves of the role, hunting and stewardship, and screened out anyone strong on only one.
4. **Three conversations, not thirty.** The CEO met only three candidates, each with our written view on fit and risk. We then managed interviews, offer and close.

Speed without shortcuts

One hire from a 23-name ecosystem longlist

Candidates at each stage of the exclusive search



Offer accepted 41 days after the brief

From brief to a leader in seat



The search opened the day after the brief, and a 23-name longlist was mapped within 17 days. The offer was accepted after 41 days, under six weeks. The hire started three weeks later, straight through the Christmas period: 62 days from brief to a leader in seat.

The hire: a proven leader from the client's own market

We placed a sales leader who had already built the same market for a direct competitor.

WHAT THE CEO NEEDED	WHAT OUR CANDIDATE BROUGHT
Close-ecosystem experience	Four years at a direct experimentation and CRO competitor, rising to Sales Director, Northern Europe
A proven hunter	**£2.92M** new business against a £2.5M regional target; first UK seller to hit quota; outbound pipeline grown to £1M+ per quarter
Leadership	Promoted three times; led and coached sellers, SDRs and account managers
Partners and channel	Most recent role: Head of Sales & Partnerships
Enterprise deal profile	10+ years in B2B SaaS; average deals of £75K–£100K ARR; MEDDPICC-trained
Ready from day one	Had already sold to major UK retail, fashion, beauty and financial-services brands

The results

The new UK Sales Director joined 62 days after the brief and has delivered against the full brief since day one.

New strategic accounts won for the UK business.

Two new sales hires made into his team, growing the UK operation.

Existing accounts, partners and P&L taken over with no ramp-up time.

CEO time protected: three candidates, one hire, an accepted offer in under six weeks.

Building a market you need to trust from day one?

Optima Search places senior commercial leaders for MarTech and SaaS companies across Europe and the US.

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