

How occy unlocked faster growth without more headcount



“OrbitalX gave us a whole new way of working that actually built confidence across the business.”

Shirley Jones
B2B Growth and Demand Gen Specialist, occy



Our Model

Occy is a fast-moving SaaS company delivering a next-generation Applicant Tracking System (ATS) built for modern HR teams. By integrating every step from candidate attraction to onboarding, occy speeds up hiring, improves success rates, and lowers cost-per-hire.

Our business goals are ambitious, but with a lean team and shifting priorities, we couldn’t afford wasted effort or missed signals.

The Need

When I joined occy, it was clear the fundamentals were in place, but execution lacked cohesion.

We were running disconnected campaigns, recycling legacy messaging, and struggling to bring the right prospects into the funnel. Events weren’t converting. Outbound felt ad hoc. Our team was busy, but not necessarily moving in the right direction.

Without adding headcount, we needed a partner who could help us build a go-to-market strategy that aligns demand generation and outbound into a unified engine.

The Solution

OrbitalX came recommended through a VC and operated more than just an external partner in the first call.

They brought deep experience across full-funnel demand generation and quickly got to grips with our ICP, goals, and team dynamics. OrbitalX became the strategic extension of our operating model, supporting everything from positioning and campaign planning to outbound execution and event activation.

When an in-person event began underperforming, OrbitalX activated targeted outreach within 24 hours, generating more engaged attendees in a single day than we’d seen in the prior week.

The Win

Working with OrbitalX gave us a more intelligent approach to growth. Rather than throwing more activity into the market, we focused on what resonated. Together, we reimagined occy’s ICP, sharpened positioning, and aligned the demand gen engine across channels.



3 Reasons you’ll Win with **OrbitalX**,



Energy that drives progress

They match urgency with structure, acting fast without compromising quality.



Embedded, not external

OrbitalX operates as part of your team, not alongside it. No hand-holding required.



Strategic rigour

They challenge assumptions, offer clarity, and make every move count.

- **Shirley Jones** | B2B Growth and Demand Gen Specialist, occy

