

ENTERPRISE REVENUE TEAM BUILDERS

Technical Revenue Talent Advisory

Recruiting by People Who Built
the Teams You're Trying to Build.

- ✓ 30+ YEARS BUILDING TECHNICAL REVENUE TEAMS
- ✓ THOUSANDS INTERVIEWED. **HUNDREDS HIRED.**
- ✓ ONE MISSION: BUILD EXTRAORDINARY TECHNICAL REVENUE TEAMS.

THE PROBLEM

Hiring Technical Revenue Talent Is **Hard**. Getting It Wrong Is **Costly**.

Founders, CROs, and VPs of Sales Engineering are under constant pressure to hire exceptional talent—fast.

**TRADITIONAL RECRUITING MISSES THE MARK**

Resumes look good. Interviews check boxes. But many hires lack the judgment, presence, and adaptability to win in the real world.

**THERE'S MORE AT STAKE THAN EVER**

One exceptional Sales Engineer can create millions in pipeline. One poor hire can cost months of runway, team momentum, and customer trust.

**ATS SYSTEMS CAN'T SEE WHAT MATTERS**

Passion, charisma, curiosity, coachability, and learning velocity don't show up in keywords—or on a résumé.



**You don't just need a candidate.
You need the right person to shape your company's future.**

THE SQUARE PARALLEL

DIFFERENCE

We don't just find candidates. We help you build exceptional technical revenue teams.

**OPERATORS, NOT RECRUITERS**

We've held the roles you're hiring for. We understand the job, the challenges, and what excellence truly looks like.

**HUMAN JUDGMENT THAT TECHNOLOGY CAN'T REPLACE**

We assess the qualities that drive success but never show up in an ATS.

**EMBEDDED AS A PART OF YOUR TEAM**

We collaborate with your leaders to define the role, evaluate talent, and make the right hire—the first time.

**FOCUSED ON LONG-TERM SUCCESS**

Our job doesn't end at offer acceptance. We help ensure your new hire is set up to win and grow.

HEAD TO HEAD

TRADITIONAL SEARCH FIRMS VS. SQUARE PARALLEL

TRADITIONAL SEARCH FIRM	SQUARE PARALLEL
Searches LinkedIn	Builds your hiring strategy
Matches keywords	Assesses real capability
Reads resumes	Evaluates business judgment
Works outside your company	Becomes part of your hiring team
Stops after placement	Helps build long-term success
Charges 20–30% placement fees	Flexible engagement models
Measures activity	Measures hiring quality



We are measured by the quality of the people you hire—and the impact they create.

TRACK RECORD

30+ YEARS OF PATTERN RECOGNITION

Decades of building, leading, and scaling enterprise revenue teams.

- 1990s**
TECHNICAL ROOTS
Engineers. Early Sales Engineers. Learning the intersection of technology, business, and trust.
- 2000s**
BUILDING TEAMS
Leading Sales Engineering organizations. Hiring, coaching, and developing high-performing talent.
- 2010s**
SCALING REVENUE ORGS
Building enterprise teams that drive millions in pipeline and deliver customer impact.
- 2020s**
ADVISORS & PARTNERS
Helping founders and revenue leaders build durable, scalable technical revenue organizations.

1000s
INTERVIEWED

100s
HIRED

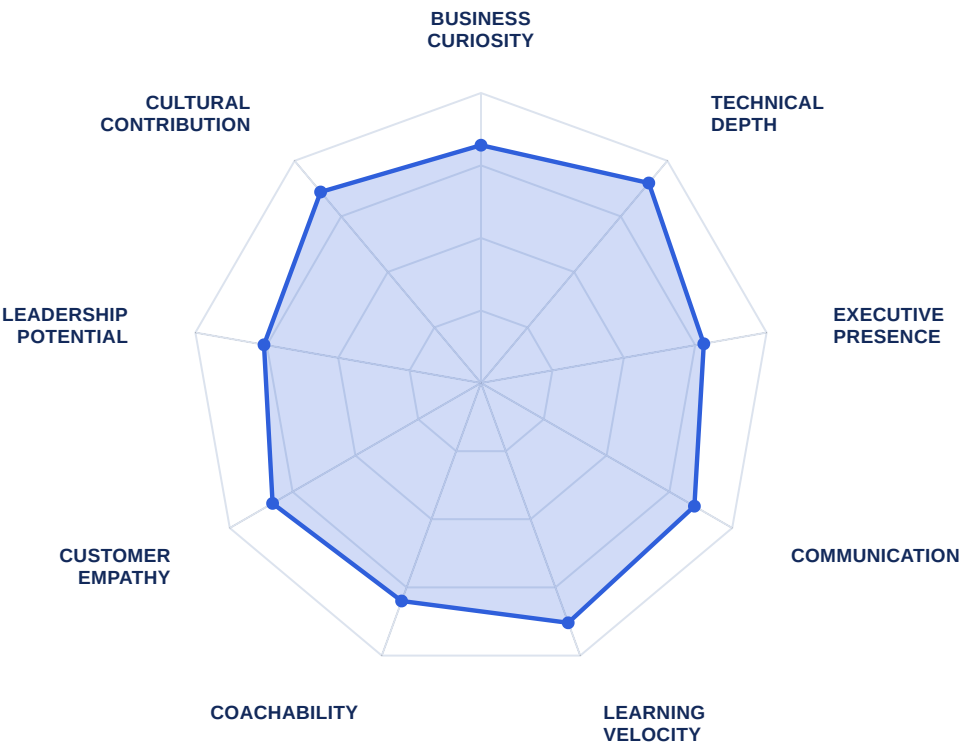
30+
YEARS

We've seen what works. We've seen what doesn't. We use that insight to help you hire with confidence.

OUR METHOD

THE HIRING CONFIDENCE FRAMEWORK™

We evaluate every candidate across the dimensions that predict long-term success.



DELIVERABLE: Hiring Confidence Report™

A comprehensive assessment with scores, narrative insights, strengths, risks, and onboarding recommendations.

HOW WE WORK

FLEXIBLE ENGAGEMENT MODELS

Right-sized support for your stage, your needs, and your budget.

**EMBEDDED RECRUITING PARTNER**

Fully integrated into your team to build strategy, source, assess, and hire.

**MONTHLY RETAINER**

Ongoing partnership for continuous hiring needs.

**HOURLY ADVISORY**

Tap our expertise as needed for targeted support.

**PER DIEM INTERVIEW SUPPORT**

Add experienced interviewers to your process for deeper evaluation.

**CANDIDATE ASSESSMENT**

Objective evaluations of finalists using our proprietary framework.

**EXECUTIVE INTERVIEW PANELS**

We lead high-stakes final candidate evaluations.



Choose what you need. Nothing more. Scale up or down as your needs evolve.

WHO WE SERVE

IDEAL PARTNERS

We partner with companies at every stage of growth.

**SEED & PRE-SERIES A STARTUPS**

Building your first technical revenue foundation.

**SERIES A & B COMPANIES**

Scaling your first enterprise sales motions and teams.

**GROWTH-STAGE COMPANIES**

Expanding into new markets, verticals, and customer segments.

**ENTERPRISE ORGANIZATIONS**

Evolving sales engineering, solutions, and customer success teams.



**Different stages. Same challenge.
The right people make all the difference.**

YOUR NEXT HIRE ISN'T FILLING A SEAT. THEY'RE SHAPING YOUR FUTURE.

Let's build your next technical revenue team—**together.**



Let's Start the Conversation

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