

# GBG

## Strengthened their EMEA sales engine with enterprise talent

**GBG is identity verification company that ensures real individuals have digital access to opportunities, and businesses have access to more genuine people.**

### **Experience needed for expansion**

GBG needed experienced enterprise sellers and solutions consultants to support commercial expansion across EMEA.

### **A real. allrounder required**

The challenge was finding talent with the right blend of technical fluency, credibility, and commercial drive in a competitive market.



#### **DELIVERY METHOD**

Quanta conducted a targeted sourcing effort focused on identifying candidates with proven expertise in navigating complex, enterprise-level sales cycles. Collaborating closely with hiring leaders, we iteratively refined the role requirements and rigorously evaluated each candidate to ensure strong alignment in both technical capabilities and cultural fit.



#### **RESULT**

The hires made for GBG are now at the forefront of driving commercial growth in key regions.

These hires not only strengthened their EMEA commercial function, but also increased their market presence.