



# How we built a **Databricks-Ready** GTM Engine for faster co-sell & pipeline growth

How FoxRed Data Delivered Ecosystem-Fluent GTM Talent to Accelerate Zeb's Field Alignment, ACV, and Vertical Expansion towards Elite Partner in H126





# Zeb came to us to create a **GTM engine built for databricks** co-sell velocity and ACV growth



Their challenge was sourcing talent who not only understood the Databricks platform, but could operate effectively inside the Databricks field model — working with PSMs, regional sales leaders, and vertical teams to generate real pipelines.

FoxRed Data delivered a specialist, ecosystem-driven hiring programme that focused on Databricks fluency, vertical depth, and field alignment.

We introduced eight high-quality Databricks profiles, all of whom reached the first stage, with six progressing to the second stage. This gave Zeb a repeatable, Databricks-ready talent framework that directly supports Databricks' partner GTM objectives.

Zeb are a rapidly scaling Databricks Select Partner who needed to build a Databricks-aligned GTM organisation capable of accelerating co-sell cycles, driving ACV, and delivering industry-specific value, so they came to us.

Zeb's long-term strategic objective is to reach Elite Databricks Partner status by H1 2026, requiring a GTM organisation capable of true field alignment, vertical execution, and co-sell maturity.



- ✓ 8 ecosystem-aligned candidates introduced.
- ✓ 100% invited to first stage.
- ✓ 6 progressed to second stage.



# Zeb is a Databricks Select Partner within the data, AI, and cloud consulting ecosystem

As their U.S. presence expanded, they needed to build a GTM organisation capable of:



Strengthening alignment with Databricks regional and vertical field teams.



Running credible co-sell motions.



Supporting industry-specific customer conversations.



Scaling a predictable pipeline engine alongside Databricks.

Initial focuses included a Senior Account Executive and a Director/VP in either Sales or Alliances, but the client made clear this was an open-book engagement: any exceptional Databricks-aligned talent was immediately relevant due to its impact on co-sell velocity and field trust.

This was for us to bring value and consult on who we thought could bring huge value and the CRO can fill any gaps. These hires represent foundational roles in Zeb's journey toward Elite Partner, accelerating the GTM capability Databricks requires for that tier.



# Roadblocks to **effective** talent acquisition

## Niche Databricks Talent Pool

Many candidates claim Databricks experience, but few have:

- Real PSM relationships.
- Knowledge of Databricks org structure.
- Experience executing co-sell motions.
- Understanding of Databricks vertical plays.

## Limited Vertical Depth

Previous hiring produced generalist sellers and alliances managers who lacked:

- Industry POV.
- Use-case fluency.
- Ability to carry Databricks's value story into specific vertical conversations.

This weakened field alignment and slowed pipeline growth.

## Ambiguity Between Sales & Alliances Leadership Needs

The senior role depended on incoming CRO coverage, requiring talent who could flex between:

- Sales quota ownership.
- Alliance relationship ownership.
- Joint GTM strategy with Databricks.

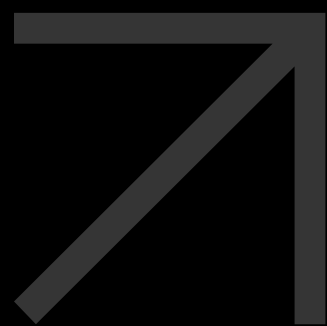


## High Bar for Field Maturity

The CEO needed talent who could operate like Databricks does: fast, direct, accountable, and deeply ecosystem-aware.

## Complex Scheduling Environment

We worked around the CEO's extensive travel (events, QBRs, executive meetings) while maintaining hiring velocity.







## Objectives

The client partnered with us to achieve:

- ✓ **Pipeline creation through talent**  
Hiring Databricks-fluent GTM talent that can build and accelerate ACV with Databricks sellers — directly supporting Zeb's path to Elite Partner status by H1 2026.
- ✓ **Field-ready partner enablement**  
Ensuring every hire can work effectively with PSMs, vertical teams, and regional leadership.
- ✓ **Vertical specialisation**  
Talent with meaningful experience in FINS, HLS, Retail, Manufacturing, or PE.
- ✓ **Quality over volume**  
An ecosystem-driven search focusing on credibility, not generalist analytics backgrounds.
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## Solution

### Databricks-Ecosystem Sourcing Strategy

#### We mapped talent across:

- ✓ Databricks-exclusive partners.
- ✓ GSIs with credible Databricks units.
- ✓ Boutique partners with strong field alignment.

### Industry + Field-Alignment Filtering

#### Candidates were assessed on:

- ✓ Their understanding of Databricks teams and their involvement with said teams.
- ✓ Experience with PSMs, regional sales, and vertical organisations.
- ✓ ACV-influencing co-sell experience.
- ✓ Industry depth across priority verticals.

### Databricks-Aligned Screening Model

#### Our evaluation mirrored Databricks Partner Manager expectations:

- ✓ Vertical POV & customer storytelling.
- ✓ Field alignment maturity
- ✓ Ability to increase Databricks consumption
- ✓ Cross-functional GTM collaboration.
- ✓ Pipeline generation capability.

### Executive-Level Coordination

#### We managed the process alongside the CEO's EA to:

- ✓ Secure fast interview cycles.
- ✓ Arrange in-person meetings in major U.S. cities.
- ✓ Navigate end-of-year PM and field travel without delays.

### Open-Book Talent Flow

Because the impact on Databricks GTM was clear, we surfaced outstanding talent regardless of job title, supporting Zeb's ability to "hire ahead of demand" and accelerate their field-readiness.





## Results

This directly supports the Databricks objective of scaling industry-enabled, field-coachable, pipeline-producing partners.



8 profiles  
introduced



100% first-stage  
interview rate



6 advanced to  
second stage

Remaining 2 deemed "suitable but  
not as strong as other finalists".



Talent represented  
multiple Databricks  
verticals



Hiring momentum  
preserved despite  
CEO travel



Repeatable  
Databricks-ready  
evaluation framework  
built



Improved partner field  
alignment and co-sell  
readiness



Strengthened Zeb's  
credibility

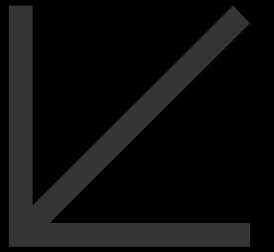
With Databricks via higher-quality  
GTM talent.

# This partnership succeeded because the recruitment strategy aligned directly with **Databricks's GTM model**

Not just Zeb's internal needs.

By focusing on ecosystem fluency, vertical specialisation, and co-sell readiness, FoxRed Digital delivered a talent pipeline that increases:

- Partner execution velocity
- Field trust
- Co-sell efficiency
- Databricks consumption and revenue impact



Our work ensured Zeb could scale its GTM motion rapidly and credibly, with talent that accelerates Databricks field teams rather than slowing them down.

For Zeb, this GTM acceleration directly supports their roadmap to achieve Elite Partner status by H2 2026 — a milestone dependent on field trust, vertical impact, and co-sell performance. This approach is fully repeatable for other partners seeking faster field alignment, stronger vertical GTM, and a clearer path toward higher-tier Databricks partner status.

## Before working with us

- CEO-led Sales & Alliances driving strong early growth.
- High-performing Databricks relationship with clear expansion goals.
- Scaling ambitions requiring additional trusted, ecosystem-proven GTM capacity.
- Need for consistent, Databricks-aligned hiring to support rapid U.S. growth.

## After working with us

- Databricks-fluent GTM talent with vertical depth.
- GTM engine aligned to Elite Partner requirements for H2 2026.
- Unified evaluation methodology aligned to Databricks PM expectations.
- Immediate plug-in capability for stronger partner-led sales and co-sell execution.



# Case study Databricks hiring support

## Before Hiring priorities + challenges

### Key hiring priorities:

We had an immediate need for experienced Databricks AEs and an Alliances leader who understood the verticals we were looking for and an understanding of Databricks partner and GTM motions.

### Challenges before FoxRed Digital:

Our challenges using recruiters in the past were that we often got underqualified candidates and our recruiters didn't try to understand the full scope of our needs or our culture.



## During

### FoxRed Digital's approach

One immediate difference was the amount of questions FoxRed Digital came prepared with in the initial onboarding call as well as in their onboarding documentation.

The approach had an obvious focus on trying to understand the need past the job title as well as building an understanding on the company's trajectory and growth goals.

## Outcome

### Impact on the hiring process

The process was made much easier and the FoxRed team presented truly qualified candidates who were clearly experienced and had the background we were looking for.

As we went through the process there was a clear emphasis on understanding the why behind moving forward with candidates as well as why candidates were rejected and that understanding fed into the further candidates that were presented.

## Recommendation

*"I would highly recommend FoxRed Digital because they act as a partner and not a vendor – the relationship is based on understanding and feedback and values quality over quantity."*

*In a recruiter I am looking for a partner who seeks to understand, already knows the landscape we are hiring for, dynamically applies feedback and vets candidates to ensure they are the right fit prior to presenting them – FoxRed does all of this consistently and well which is why we will be exclusively using them for our future Databricks hiring needs."*

**Mal Vivek, CEO of ZEB**





# Contact us

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