

About White Bay

Our sole mission is to make the search for great sales and tech talent easier for all who partner with us.

White Bay was born from the simple idea of who better to understand and deliver upon specialist recruitment requirements than those whom have already worked in the roles.

We use our intimate knowledge of the tech sector to dial in to more passive candidate pools. This incites greater trust in the Candidate–Recruiter–Client relationship and delivers better outcomes for all.

What makes us valuably different

1

Unique blend of genuine recruitment, sales, product and technology experience.

2

Our ability to build trust and relationships with great technical talent.

3

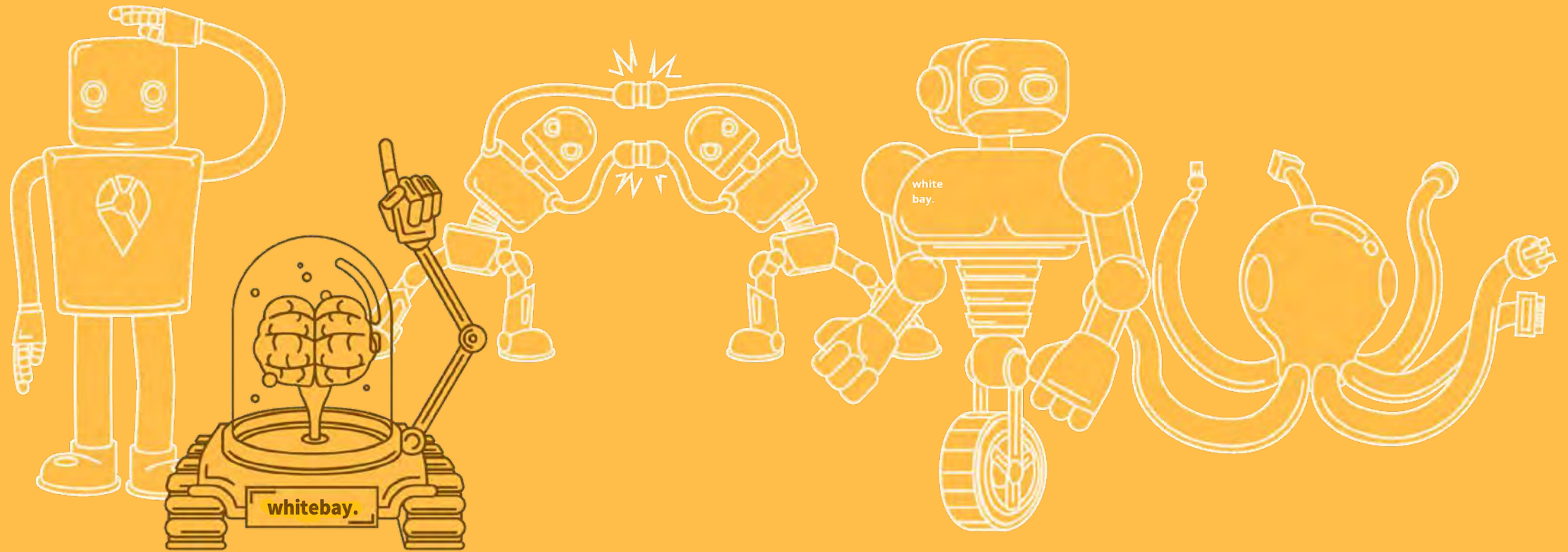
An ability to genuinely understand the JD of the role.

4

All of the White Bay team have held management roles and have hired for their own sales and tech teams.

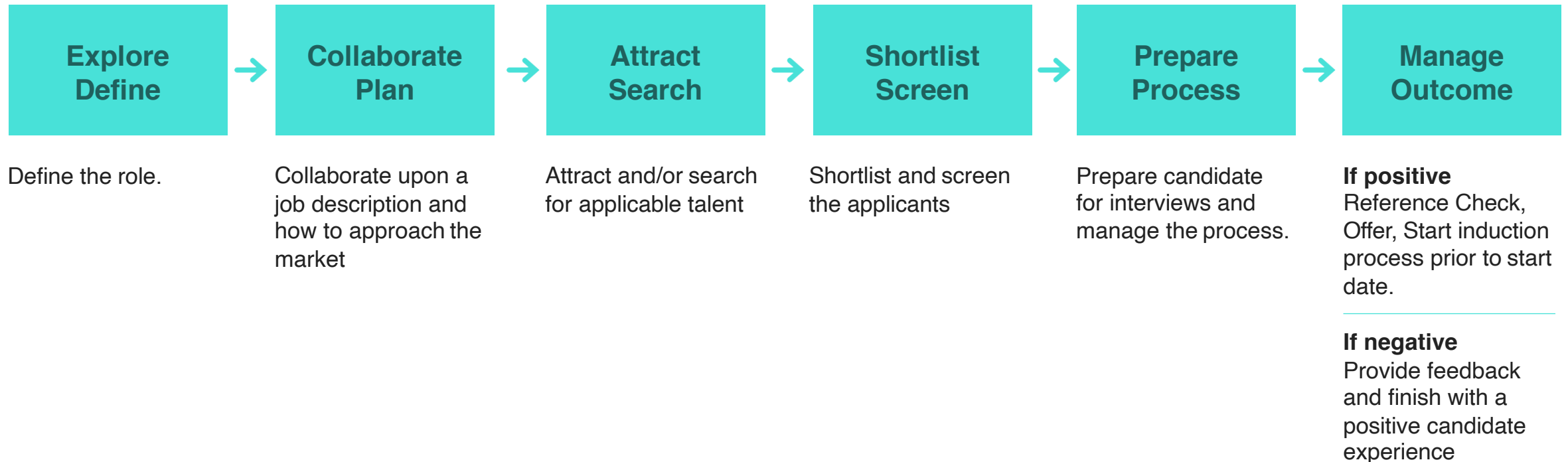
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Experienced hands, wearing your brand cap managing the overall candidate experience.



Our recruitment methodology

Methodology



Case Study 1: Cloud Services Company- Head of Sales

The Brief

White Bay was engaged to search for a “Head of Sales” for this Cloud Services business.

The individual would need to have detailed knowledge of the SaaS and IaaS industry with a specific product knowledge of SD-WAN.

The role would have responsibility over 60 sales/account management staff across all national offices

The Challenge

There was a current incumbent in the role whom was unaware that he was going to be replaced.

The search had to be completed in the strictest silence to avoid the current incumbent being notified.

This proved to be especially difficult as the client is quite renowned in the Australian market as the largest service provider utilising SD-WAN

The Outcome

5 suitable candidates were identified and taken through the majority of the interview process. 2 from Australia, 1 NZ, 1 Asia and 1 from USA.

From the original brief to offer presentation took 7 weeks.

The new “Head of Sales” has added a new energy to the division and has proven to be very successful to date.

Case Study 1: Cloud Services Company- Head of Sales

How we partnered

We helped review and refine the role description

Provided Market Mapping data to give realistic salary banding.

Met each candidate in person or via video conference to determine company fit as well as competency fit to the role

Managed the calendars for all interviewing managers to maximise efficiency when booking interviews.

Candidates

Each rejected candidate was given a full brief upon their performance and coaching for how to improve upon their interviewing skills.

The successful candidate started the induction process prior to start and had follow up conversations one week after start to confirm their comfort in the new role.

40%

Of the presented candidates were women.

23

Candidates in total were interviewed by White Bay. Though only 5 were finally presented, each candidate was treated with respect and given feedback as to why they were not progressed.

Case Study 2: Mobile Ad Company- Head of Sales/Product

The Brief

White Bay was engaged to identify a “Head of Sales and Product” for this global mobile advertising and analytics company with a global responsibility for 68 Sales / Account Managers

The individual must have experience in the mobile advertising or analytics space. The individual must demonstrate the characteristics of a proven sales leader and also be passionate about data analytics' which is not a typical marriage of mindsets.

The Challenge

The mobile advertising space is dominated by just a few American and European companies which meant the candidate pool for suitable candidates in Australia was nil.

Competitors had tight, restrictive covenants within their employment contracts which made the candidate pools for potentials even smaller.

The Outcome

3 suitable candidates were identified and taken through the majority of the interview process. 2 from USA and 1 from France.

From the original brief to offer presentation took 17 weeks.

The successful applicant had started his own successful mobile analytics firm which he had sold 14 months prior. He then sailed around the world for 12 months so no restrictive covenants were in place.

Case Study 2: Mobile Ad Company- Head of Sales/Product

How we partnered

Joint advertising on both American and European job boards.

White Bay utilised its membership of “NPA Worldwide” which is a global partnership between boutique agencies, allowing us to utilise their contacts and network to increase our reach.

Met each candidate in person or via video conference to determine company fit as well as competency fit to the role

Candidates

Each rejected candidate was given a full brief upon their performance and coaching for how to improve upon their interviewing skills.

The successful candidate had a fast tracked visa granted due to his financial position and education level.

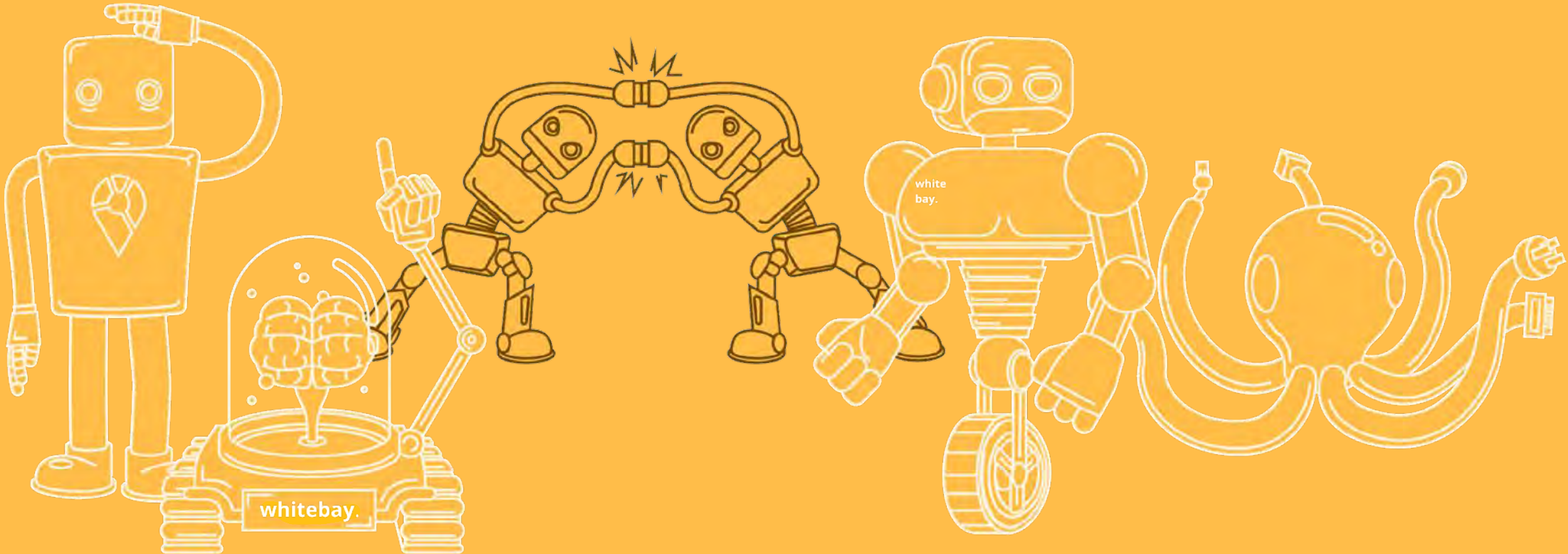
From the feedback we have received he is doing very well.

33%

Of the presented candidates were women.

12

Candidates in total were interviewed by White Bay Search. 4 candidates were presented, 3 of which were taken to interview



How we can work together

We believe the only way to on hire is to partner and be truly collaborative with our clients.

Interaction with your HR and Stakeholders

Our director Shaun Deacon will be partnering with you himself to ensure a successful outcome

Regular updates will be given upon candidate attraction, interview progression and market response..

We will give our insights and help create gender neutral role descriptions and if possible advertisements for the role

An outplacement service will be offered to the departing incumbent of the role at no additional charge.

Your White Bay Sales Partner



Shaun Deacon
Founder and Director

Shaun Deacon has 15 years experience within the executive search and recruitment industry. Prior to founding White Bay Search he was the NSW Director for Robert Walters managing their Sales, Product and Technology divisions.

Having made 600 + successful placements in the past 15 years within the technology sector, Shaun believes his knowledge of the local market will be invaluable to his ability to sell the opportunity to prospective candidates.

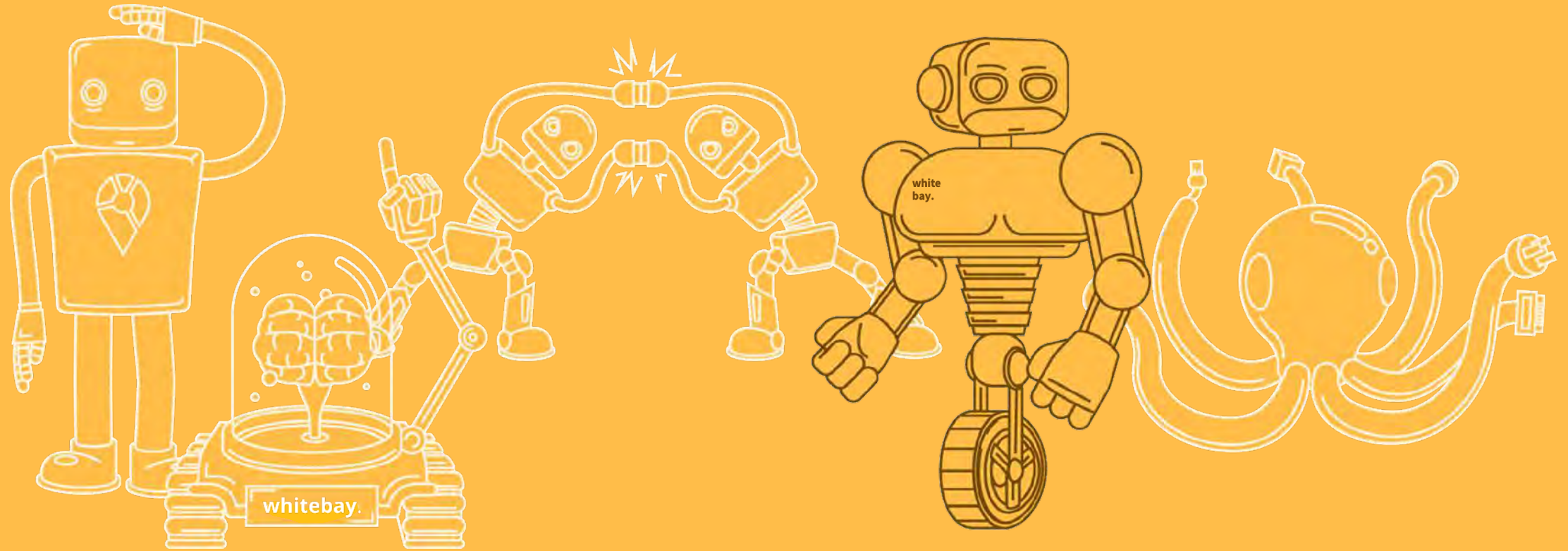
Shaun is an advocate for continuous learning and is a regular guest lecturer for Sydney University on the MBA program for both pre and post grads.

We treat all candidates fairly and with respect all the way through the process, no matter of outcome.

How White Bay will interact with candidates

Each candidate will receive an individual point of contact. Once screened for suitability each candidate will receive an initial phone call or polite decline email thanking them for their application.

Through out the process White Bay will ensure the candidate is fully aware of their application status and will give direction and feedback to all those in process, no mater of success.



Success factors

Risks and challenges

Prompt feedback

We view the pace of receiving feedback on candidates as a risk should it not be timely the risk of losing candidates is high.

Competition

A great sales person is a valuable commodity and if the candidate is actively looking, they are likely to receive multiple offers.

Visa Sponsorship

We view the current skilled visa sponsorship process as a risk in delay should skilled candidates be resourced outside of Australia.

Availability of Talent

Great sales people rarely need to look for work therefore the talent pool of ideal candidates will be small.

Risks Mitigation

Prompt feedback

We view the pace of receiving feedback on candidates as a risk should it not be timely the risk of losing candidates is high.

Competition

A great “Head of Sales” is a valuable commodity and if the candidate is actively looking, they are likely to receive multiple offers.

Visa Sponsorship

We view the current skilled visa sponsorship process as a risk in delay should skilled candidates be resourced outside of Australia.

Availability of Talent

Great sales people rarely need to look for work therefore the talent pool of ideal candidates will be small.

Collaboration

Working in close collaboration with key stakeholders to ensure timely feedback on each candidate.

Planning

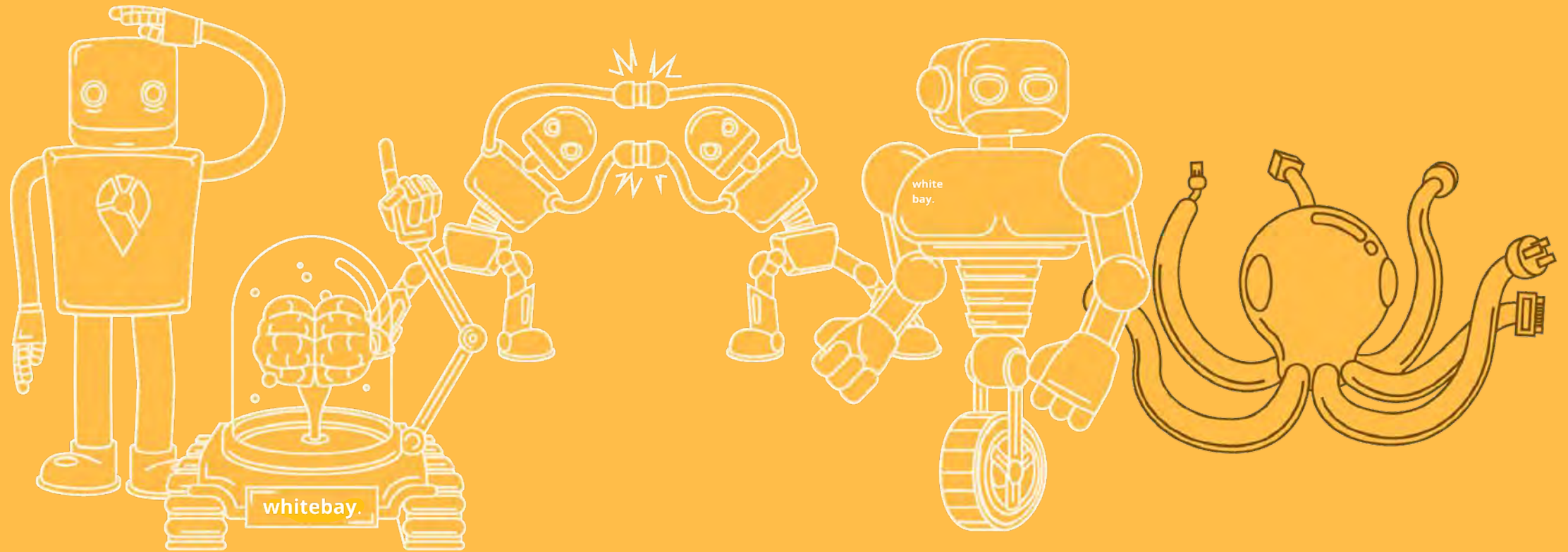
During the role definition process we will identify and flag skills and attributes we view to pose a challenge and implement an action plan accordingly.

Prioritise Domestic

We will only resource candidates outside of Australia that require sponsorship if absolutely necessary.

Methodology

Utilising our market knowledge and executive search techniques we are confident we will attract some great talent



Recruitment diversity

How will candidate gender diversity be ensured?

White Bay will endeavour to include a **50/50 split of gender diverse candidates** on each role where possible.

Through a combination of gender friendly role descriptions and advertising, ability to demonstrate your company culture prior to application and our ability to tap into passive candidate pools.



Why partner with us?

Your Business is our Business

When we take on a search, we take our goal of finding the perfect person as seriously as we would if we were on your payroll. We make it our business to understand your company, your market and competition, your challenges and current situation, and where you want to go.

We make your business our business, and our measure of success is your satisfaction.

Not just being, but being exceptional

Our clients are extraordinary companies, and we know they're only interested in extraordinary candidates, so we look for people who have more than just years of experience, but those who have also made a real mark in their previous jobs. Our aim is to find proven winners for you.

Lining up a long-term solution

One of the keys to a successful placement is the character of the candidate. We look beyond the professional accomplishments to the person behind them to find the qualities that will contribute to a lasting relationship with their new employer. We work to make placements that stick.

Get in touch:

We would love to hear from you:

Get in touch upon 02 8091 5888 or shaun@whitebaysearch.com