



ALEX
PARTNERS



ALEX PARTNERS EXECUTIVE SEARCH

Case Study: Gigamon

The Company

Gigamon provide analytics on, and visibility into, all traffic across their customers cloud, virtual and physical infrastructures. This improves network security, performance and monitoring.

Serving the world's most demanding enterprises, Gigamon are trusted by over 4200 customers, including 83 of the Fortune 100.

Gigamon believe that collaboration empowers their success and that of their partners and customers.

'Gigamonsters' make a commitment to one another. To give and receive feedback in a timely manner and in the spirit in which it is intended.

The Challenge

Mark Coates joined Gigamon as the Vice President and GM, EMEA in April 2022.

US based, Gigamon was a sleeping giant in the European Technology sector. A name known to many in the industry, but not many could articulate what they do.

Mark is an exceptional sales leader. Renowned for delivering very significant, profitable growth against aggressive timescales. He attracts and hires some of the best people across multiple countries and drives an incredibly rewarding culture of accountability, coaching and mentoring. This enables people to reach their full potential and achieve the financial rewards that go with the highest level of performance.

The revenue goals for EMEA dictated a restructuring of the sales team and incremental headcount across the region.

ALEX PARTNERS EXECUTIVE SEARCH

Mark and Giles Daniels, one of the Alex Partners founders, were introduced in 2011.

Mark was running the Strategic and Territory sales teams at Good Technology and had a specific challenge. To find a search partner who could help them build out the EMEA sales function at the speed necessary to deliver the expected results over the following 24 months.

“In partnership, we recruited 28 Sales Executives in 11 countries in a little over a year”

Following Symantec’s decision to sell Veritas, Mark returned to Veritas in 2015 as Vice President of Emerging Markets. Along with two other VP’s, Mark had a clear need to recruit a significant number of sales heads into the organisation.

“In 18 months, we hired 46 Sales Executives in 19 countries”

Occasionally Mark may hire based on experience in selling specific software, or the knowledge of a specific customer, but this is rare.

He will generally hire people based on a successful sales track record, work-ethic, coachability and personality. Do they have a growth mindset? Are they a team player? Will they always do the right thing for the customer and the company?

Being referenceable and the quality of the candidate reference is crucial in the decision to hire. Giles has 25 years’ experience in building sales teams for high-growth technology companies. It is rare that Giles cannot take an independent reference. This is something that Mark values very highly.

Mark once again trusted Giles and the Alex Partners team to support Gigamon with their hiring plan. Identifying and securing people with the necessary attributes and values was fundamental to Mark and his leadership team being able to achieve their objectives. Not only from a sales perspective, but also in defining the Gigamon culture in EMEA.



ALEX PARTNERS EXECUTIVE SEARCH

The Value

Mark Jow is the brilliant Technology Lead and Evangelist for Gigamon in EMEA. None of the hires we have made, work directly for Mark. We spent some time with him as he shared his view on the quality and impact the recent salespeople introduced by Alex Partners, have had at Gigamon.

Mark explained "I think the first thing is the fact that they are challengers. They are practiced, efficient and effective at Challenger Sales strategies. They also challenge me to have my team step up and improve our skills, knowledge and materials, but they do so in a professional and courteous way. They are the type of people that will ask questions and make demands that are reasonable and rational but that the company may not be used to dealing with. Nevertheless, these are necessary customer focused requirements that help long term, to build trust. So, they are challenging the customer, the partner, and they're also challenging the company to improve. But they are doing so in a collaborative way."

"The people that have been hired in the sales organisation are approachable, collaborative, they share information, they're transparent, they're not frightened to engage, they're not frightened to be persistent and can always back up the detail behind it."

"They're able to survive and thrive in a small company environment and take ownership and drive things forward themselves."

He told us that they added immediate value to the business in terms resilience and creativity. "They are all confident in their ability, with an appetite to learn and be successful. Most have exceeded expectations in terms of time to revenue, having revitalised existing customer relationships, generated new customers and forged strong relationships with the distribution and partner ecosystem in their regions".

Mark Jow also shared his advice to organisations considering working with Giles and the team at Alex Partners:

"Trust Alex Partner's judgment on the candidates they put forward, and work with them exclusively because you'll get a better quality, more productive hiring process. From all the hires I have seen, it has been a 100% hit rate, and we have got successful, productive salespeople."



ALEX PARTNERS EXECUTIVE SEARCH

A Trusted Partnership

The relationship between Alex Partners and Gigamon is characterised by trust, transparency, and a shared commitment to achieving Gigamon's strategic talent acquisition objectives. Mark and his team consider Giles to be part of the team. This level of integration and understanding sets the stage for continued success and growth.



12 placements



5 Nationalities



5 Countries

JOB FUNCTIONS SPAN:

- Channel Sales Leader
- Regional Sales Director
- Head of Service Providers
- Senior Sales Director, Service Providers
- Senior Sales Director, Public Sector

The true value of the partnership is not just in the placements made but in the positive impact of the hires on Gigamon's EMEA business outcomes.

Achieved **260%** of quota in the first year of joining the business

Regional Sales Director

Grew channel-initiated business by **135%** in one year

Senior Channel Account Manager, Northern Europe

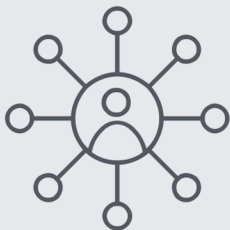


ALEX PARTNERS EXECUTIVE SEARCH

Your European Executive Search Partner

Challenging traditional 'search' models, we have shaped our process to reflect the aggressive growth aspirations of our partners. We aim to build value partnerships with our clients.

We believe that successful companies are created through a combination of innovation, ambition, and people. As companies scale, the collaboration of diverse, international, and multi-cultural people is paramount, enabling companies to achieve their objectives.



90⁺ %

of our partners choose to work with us on multiple projects



85%

of new partners come to us via referral



37⁺ %

of senior leadership hires are diverse hires