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Case Study: Couchbase



The Company

Modern customer experiences need a flexible database platform that can power applications spanning from cloud to edge and everything in between. Couchbase's mission is to simplify how developers and architects develop, deploy and run modern applications wherever they are. They have reimagined the database with their fast, flexible and affordable cloud database platform Capella, allowing organisations to quickly build applications that deliver premium experiences to their customers – all with best-in-class price performance.

More than 30% of the Fortune 100 trust Couchbase® to power their modern applications.



The Challenge

Huw Owen joined Couchbase in 2018 as Vice President, Europe, Middle East and Africa (VP EMEA). In 2022 Huw became Chief Revenue Officer (CRO). During this time, Couchbase was experiencing significant growth as a market leading database solution.

The business goals required sales team expansion and reorganisation. Huw needed high achievers with strategic sales experience, domain knowledge and personal qualities that could achieve revenue objectives, deepen customer relationships and positively contribute to the wider company culture. He needed critical hires across Europe, and his timescales were tight.



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The Background

The partnership began in 2013, when Huw Owen was Head of EMEA at Good Technology. Huw was introduced to Giles Daniels, co-founder of Alex Partners, because he needed an executive search partner who could support his rapid business expansion plans. Giles and his team successfully addressed Huw's critical hiring needs, laying the foundation for a lasting relationship.

- **Together they recruited 30 sales executives across Europe within 18 months. It was a major success.**

In 2015, Huw became Regional Vice President at Veritas. As a result of Veritas' spin off from Symantec, the sales team had to be significantly restructured. Huw needed a number of top-quality sales executives, possessing the right domain knowledge, in a short timeframe. Huw re-engaged with Giles Daniels. Working together they scoped out the project, got approval and began hiring. The initial engagement was for 25 roles across Europe. The project quickly evolved and a second hiring phase took place.

- **In partnership, Huw and Giles successfully hired a total of 46 sales hires in 18 months across 19 countries including Europe, South Africa, Russia, Middle East and Turkey.**

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“Making the right recruitment decisions is one of the most crucial decisions any sale leader must make. The right decision adds not only financial achievement to your business but also cultural and engagement benefits, which might not always be so visible. Working with Alex Partners brings years of experience to any hiring team, not only with taking on many of the early stage hiring functions, but also with advice on the right character attributes to suit your organisational culture. They do this by understanding your business, your growth cycle, key aspects of the skills gap your teams may have and by not just giving you the ‘answer you want to hear’.

My own experiences working with the Alex Partners team, in three different organisations, has helped me hire faster with individuals that have delivered results quicker. Alex Partners accelerate the time-to-value of your hires.”

Area Vice President, Northern Europe



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In 2018, based on their previous partnership success, Huw reached out to Giles at Alex Partners. Huw totally understands the value that a strategic recruitment partner offers. He recognises the challenges of aligning business needs, cultural fit, regional placement and the efforts involved in identifying and securing top talent. Huw knows how to partner with Giles and the team. He has a clear vision of his requirements encompassing strategic sales ability, domain expertise and personal qualities that will seamlessly fit into the business and add value to the organisation.

“I worked with Giles at Alex Partners in Q4 of 2020 where they successfully placed me at Couchbase. They took the time to understand not just the appropriate technology that would suit my experience but equally the right cultural fit at the organisation, and three going on four successful years later, I’m pleased that I joined.”

Enterprise Sales Manager, Couchbase



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Trusted Partnership:

The partnership between Couchbase and Alex Partners continues to flourish, based on trust, mutual respect and a shared commitment to achieving Couchbase's EMEA talent acquisition goals.



+100 placements



19 countries



9 nationalities

JOB ROLES HAVE INCLUDED:

- Senior Sales Executives
- Territory Account Managers
- Pre-Sales Managers
- Sales Development Representatives

The quality of the individuals placed at Couchbase is clear. The top three highest performing sales executives in EMEA, in 2023, were all placed through Alex Partners.

"I have worked with Annika for the past 18 months during which time she has helped us with the recruitment of nine new people into the business. She really understands our company ethos and has proven her capabilities in working with us to place people across numerous countries. Her efficiency, attention to detail and communication skills are top drawer and her level of professionalism in dealing with myself, and the hiring managers has led to an excellent working relationship. I trust her judgment and her ability to deliver, it is also a huge bonus that I thoroughly enjoy working with her!"

Senior Manager Talent Acquisition, Couchbase

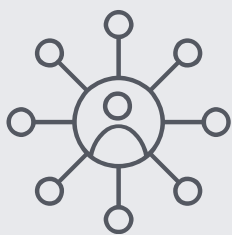


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Your European Executive Search Partner

Challenging traditional 'search' models, we have shaped our process to better reflect the aggressive growth aspirations of our partners. Our commercial agility reflects our 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 becomes paramount to enable 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