



## PEAK CASE STUDY: STENN INTERNATIONAL

# Foundation of North American sales force leads to record earnings

### Overview

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#### **Situation:**

Stenn International CEO needed a strategic recruiting partner to build the organization's US sales force and expand its global footprint.

#### **Solution:**

Stenn leverages Peak's rigorous and scientific recruiting methodology to target talent in key US urban tech and financial centers.

#### **Results:**

Stenn's North American sales force established, doubling North American revenue and growth goals.

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Peak is our go-to strategic partner for our North American sales recruiting needs. We trust their methodology to get us high quality candidates, fast.

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**Greg Karpovsky**  
CEO  
Stenn International

### Situation

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Stenn International is a UK-based international trade finance provider, servicing trade between Asia and developed markets. Their innovative financial service offerings allow retailers, manufacturers, and trading companies to conduct business with cost-competitive suppliers and benefit from open account delayed payment terms. Since 2006, the company has grown rapidly across the globe with a presence in six continents and over 12 billion dollars financed.

Since its founding, Stenn has always outsourced its recruiting efforts – with the belief that sourcing, recruiting, and onboarding talent is too crucial to their growth strategy to not consult specialists. “There are a lot of advantages to working with an external recruiter,” says Greg Karpovsky, Founder and CEO of Stenn, “You see more high quality candidates, you don’t waste time, and ultimately, accelerate the ramp-up period.”

In 2017, Stenn’s strategic objective focused on penetrating and growing the U.S. and larger North American market. To execute their aggressive growth strategy they needed a recruiting partner who:

- Understood their competitive landscape
- Understood their unique selling environment
- Understood their corporate culture
- Possessed networks in local markets to target the right sales leadership talent

## Solution

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In February of 2017, Stenn’s CEO, Greg Karpovsky, met with approximately ten recruiting firms before finding and choosing Peak as their exclusive North American sales recruiting partner. “We wanted to work with a firm who specialized in sales recruiting,” Greg explained.

“We wanted someone who was going to be proactive – instead of waiting to receive resumes from job ads, we wanted someone who was going to go out, find all-stars, and get them excited about our opportunity. Peak brought that aspect to the table and more.”



GREG KARPOVSKY  
CEO, STENN

Peak approached the challenge using their four-pronged recruitment methodology. Assigning Stenn’s hiring stakeholders a dedicated recruiting team, Peak first examined Stenn’s corporate and extended talent strategies. Using those strategies and business objectives as a foundation, comprehensive candidate role profiles matched to the industry’s selling environments and buyer expectations were developed. Peak evaluated Stenn’s compensation plans to ensure incentive mixes were aligned to Stenn’s lifecycle and designed to attract and retain each market’s top enterprise sellers. To eliminate subjectivity from the talent selection process and optimize headcount spend, Peak’s Certified Scientific Assessment System was leveraged.

## Results

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Peak's hires have already made a significant impact on Stenn's business – they are exceeding targets, positively influencing the sales culture, and playing a major role in Stenn's substantial growth over the last year.

Peak continues to act as Stenn's strategic talent acquisition partner, helping them recruit sales leaders in North America and Europe. Since 93 percent of CEOs recognize the need to adjust their strategy for talent attraction and retention and 63 percent agree that availability of skills is a serious concern (PwC, 2014), having a strategic recruiting partner allows executives to delegate talent acquisition efforts and reinvest that time into other areas of the business.

Stenn credits a huge part of their hiring success to Peak's business process and consultative approach. "Since Stenn is a European-founded organization, having a recruiting partner to help develop compensation plans and structure out proposals in a way that would be attractive to American candidates was huge for us," says Greg, "but overall, we keep coming back because we trust Peak's methodology and ability to deliver top quality sales candidates."



9 Sales Executives  
hired globally in  
record time



2X increase in  
North American  
sales



Year over year  
growth targets  
exceeded

Questions? Call us at [+1.800.964.0946](tel:+18009640946)