

# Hunt Club Activates the Expert Network to Reach Over 25k *Chiefs of Staff* to Find Its New Leader

Creating novel, social-first gaming experiences around our favorite pastimes, Lucra’s peer-to-peer sports gaming platform is paving the way for a new form of friendly competition. With customizable contests surrounding sports like football and basketball, and recreational games including chess, Madden, and Settlers of Catan, the platform emboldens fans to create their own competitions during individual games, playoffs, and seasons.

The sports betting industry is growing fast, garnering over \$131.1 billion in revenue in 2020 and is slated to deliver revenue of approximately \$179.3 billion by 2028 according to Zion Market Research. Lucra Sports makes social-first wagering possible, allowing fans to legally wager across 37 states with their friends in a safe and fun environment - with no traditional sportsbooks involved.

About	LUCRA
Industry	Sports Gaming
Business Model	B2C
Website	lucrasports.com
Headquarters	Palo Alto, CA
Year Founded	2021
Funding	Series A



“What we appreciated most about what Hunt Club did was how quickly their team narrowed the funnel to high quality candidates. By the time we were talking to the 5 to 10 candidates that Hunt Club had sourced, we would have been happy to hire 2 or 3 of them. From there we just had to pick the best of the three.”

**Michael Madding**  
Chief Strategy Officer

**LUCRA**

## The Challenge

After Lucra Sports announced a \$10 million Series A investment led by Raptor Group, the Leadership team no longer had the bandwidth to lead each function within the growing startup. They were looking for:

- A unique individual who exudes the same gusto for traditional sports that their typical users might.
- The ability to define success metrics and consistently measure the impact of a team’s work and of new features to facilitate data-informed decisions
- Someone who can work cross functionally to lead strategic processes across the company

## Hunt Club’s Bullseye Candidate

Hunt Club specifically searched for and found a candidate who appreciates and would thrive in the upbeat, fun work environment Lucra champions.

The new Chief of Staff’s specialties were on full display as a risk & financial advisory consultant in the cyber risk practice. They worked for several years in that industry at several high end businesses, including Deloitte and Touche.

Their educational accolades were right in line with the job, having graduated magna cum laude with a Bachelor of Business Administration from the University of Georgia.

# Meet *Lucra's* New Chief of Staff

Cameron's specialties were on full display as a Risk & Financial Advisory Consultant in the Cyber Risk practice. She worked for several years in this role at both Deloitte and Touche. Cameron graduated Magna Cum Laude with a Bachelor of Business Administration from the University of Georgia - Terry College of Business.

## Previous Experience

### Deloitte

- Sr. Consultant
- Consultant
- Intern

### University of Georgia

- BBA Management Information Systems



**Cameron Coleman**

*29 Days to Hire*

67k+	19	11	7
<i>Chiefs of Staff in Expert Network Community</i>	<i>Candidates Vetted</i>	<i>Candidates Introduced</i>	<i>Candidates Interviewed by Lucra</i>

## The Search

As their company scaled, Robbins and Madding knew they needed more talented leaders to help drive product and business development. A typical search for leading roles can take months but the founder and startup leader understood the importance of hiring the right talent early on. To help expedite the hiring process and maintain a high caliber of candidates, Lucra partnered with Hunt Club to source and hire a Chief of Staff.

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After understanding Lucra's needs and the key characteristics they were looking for in a Chief of Staff, Hunt Club's Talent Experts activated the Expert Network to identify ideal candidate profiles within the Expert community.

Hunt Club specifically searched for authentic people who appreciate the upbeat, fun work environment Lucra champions. The startup leaders wanted to eliminate the need for a dual 'work' and 'out of office' personality on their team. Working with Hunt Club, Lucra gained access to a large pool of high-quality candidates in half the time of an average search. That's when they were introduced to *Cameron Coleman*.