

Raptor Group-funded Lucra Teams Up with Hunt Club to Find a *Chief of Staff* and *Director of Product Management* to Reimagine Friendly Competition



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About

LUCRA

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

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.



"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 Need

After Lucra Sports announced a \$10 million Series A investment led by Raptor Group—including participation from SeventySix Capital and Victress Capital—Dylan Robbins, CEO and Founder, and Michael Madding, CSO, wanted to invest in talented leaders to help drive product and business development. They no longer had the bandwidth to lead each function within the growing startup on top of their daily executive level tasks.

The founders were also looking for unique individuals who might not exude the same gusto for traditional sports that their typical users might have. They wanted leaders to help build out features that support users who are interested in wagering on niche sports such as ping pong, chess, and beer pong.

Search Criteria

- People who can work cross functionally to lead strategic processes across the company
- Experience implementing and following success metrics and OKRs to constantly measure the impact of the team's work and the company at-large
- Unique individuals who exude the same gusto for traditional and non-traditional sports that their typical users enjoy

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*.

Meet *Lucra's* New Director of Product Management

At NorthOut, Jordan supported a variety of clients, from startup to large enterprise. She owned the design and development of web and mobile applications by managing blended internal and external developer teams, by adhering to strict rules and deployment restrictions, and by implementing beta testing and incorporating feedback from 50+ users over 4 months.

Previous Experience

connectRN Inc.

- Sr. Product Manager

NorthOut

- Sr. Product Manager

athenahealth

- Sr. Project Management Associate
- Project Management Associate



Jordan Haburcak

29 Days to Hire

120k+

Product Leaders in Expert Network Community

22

Candidates Vetted

14

Candidates Introduced

6

Candidates Interviewed by Lucra

The Search

When it came to building out the Lucra team, Dylan Robbins and Michael Madding took the time to talk about company culture and the characteristics they value most in their team. Wanting to cultivate a diverse and imaginative atmosphere, the CEO and CSO decided to step outside of their network and into Hunt Club's network of 8 million passive and active candidates to meet people they otherwise would not have connected with. That's when they found *Jordan Haburcak*.

After an initial introduction as the search started, Robbins and Madding were so impressed with Jordan they decided to expedite the interview process. Jordan's expertise in customer experience and user interactions throughout her career in addition to her extensive portfolio of scaling and delivering products to market aligned perfectly with the co-founders' needs in a new product manager. Along with her work, Jordan demonstrated a keen ability to generate and maintain cross-functional relationships—exactly the kind of team-centric, self-starting attitude Robbins and Madding were looking for.

Who We Are

Hunt Club is a **technology-driven recruiting company** that's improving the talent partner experience by combining referrals, network effects, technology and white-glove managed service to help our partners hire incredible talent. Hunt Club's talent platform has transformed over 20,000+ subject matter experts into the world's most powerful talent network.

Hunt Club powers talent for some of the world's most innovative companies and venture capital firms across many sectors and industries, helping companies scale from Seed to Unicorn through trusted introductions.

Talent is your company's most *competitive edge*

Do you have the right talent partner?

Contact us at **partnerships@huntclub.com** to unlock access to exclusive talent.

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