

### Lucra Turns to Hunt Club’s Expert Network Community of +180k Product Leaders to Find Its New Director of Product Management

#### About

#### LUCRA

Industry	Sports Gaming
Business Model	B2C
Website	lucasports.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.



#### Hired a Director of Product Management in *29 days*

“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,**  
CSO **LUCRA**

**120k+**

Product Leaders in Expert Network Community

**22**

Candidates Vetted

**14**

Candidates Introduced

**6**

Candidates Interviewed by 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 someone who:

- Has expertise in customer experience and user interactions
- Has a team-centric, self-starting attitude with a portfolio of scaling and delivering products to market
- Has a keen ability to generate and maintain cross-functional relationships

#### Hunt Club’s Bullseye Candidate

The new director of product management supported a variety of clients in their professional career, from startup to large enterprise.

In their prior experience, the new director owned the design and development of web and mobile applications which was directly in line with the co-founders’ needs in a new product manager; specifically their knowledge around the rules, testing environments and deployment regulations for mobile applications.