

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

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 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.

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.