

Made In Dives Into Hunt Club's Expert Community to Find Its New *Vice President of Growth*

Since launching in 2017, Made In has expanded sales to over 70 countries, scaled beyond home kitchens by breaking into the hospitality industry, and most significantly, achieved growth of more than 700%.

Made In attributes much of its hyper-growth to the powerful talent on its teams. They place strong emphasis on building a roster of growth-minded, dedicated professionals who will uphold their values and culture. Recognizing that top talent is a company's most competitive edge, the founders put talent acquisition at the forefront of their company's overarching growth strategy.

About

made·in

Industry	Cookware Consumer Goods
Business Model	D2C
Website	madeincookware.com
Headquarters	Austin, TX
Year Founded	2017

105k+

Growth Leaders in Expert Network Community

21

Candidates Vetted

14

Candidates Introduced

9

Candidates Interviewed by Made In

The Challenge

When it came to hiring a VP of Growth, the leadership team needed someone who was genuinely passionate and capable of scaling a startup, had extensive knowledge of lead generation, and could offer expertise in creative marketing. They were looking for someone who:

Demonstrates a passion for implementing solutions that align with the market, company goals, and strength of customer engagement

Is a pragmatic leader dedicated to the intersectionality between the customer journey, market data, and company campaigns

Hunt Club's Bullseye Candidate

Hunt Club found a bullseye candidate with a great track record of diving into a company's brand, learning its ins and outs, and climbing up through the ranks. After graduating with a Master's in Advertising, this candidate worked their way into a sales engineer role in record time. After that success, the candidate stepped into another role as Director of Paid Search and grew that company's customer base large enough to ultimately land a promotion as the VP of Marketing, which they went on to lead for four years.

Hired a VP of Growth in 82 days!



"From the very beginning, Hunt Club's team had a very clear understanding of how to approach the search for each of our roles, guiding us through an efficient process to connect with the strongest pool of top industry leaders."

Jake Kalick
Co-founder & President

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