


## G2 Leverages Hunt Club's Expert Network to Find Their Next Vice President of Sales

About	
Industry	Software Marketplace
Business Model	B2B
Website	g2.com
Headquarters	Chicago, IL
Year Founded	2012
Funding	Series B

G2 is a billion-dollar unicorn and the world's largest tech marketplace where businesses can discover, review, and manage the technology they need to reach their goals. Founded in 2012, the company's focus was on gathering authentic peer reviews of software platforms. Now, at least 6 million people interact with G2 to inform smarter software decisions based on honest peer reviews every single month.



### Hired a Vice President of Sales in *45 days*

"Hunt Club has become our go-to partner for acquiring incredible talent across the entire organization. They dive in immediately to every part of the search as if they were part of our team. Hunt Club has helped G2 hire many of our most talented and important team members and leaders and because of this, I recommend Hunt Club all the time to peer entrepreneurs. We look forward to a long-term partnership with Hunt Club."

**Godard Abel,**  
CEO 

**400k+**

Sales Leaders in Expert Network Community

**60**

Experts Leveraged

**20**

Referrals Generated

**5**

Candidates Introduced

### The Challenge

G2's top priority was to hire a VP of Sales to lead and build out the next-generation revenue team. To find the perfect fit, Hunt Club focused on candidates with strong experience in selling SaaS-based products, scaling revenue, building successful partner relationships, and enterprise sales division management.

### Hunt Club's Bullseye Candidate

Hunt Club leveraged over 60 referrals from our Expert network and quickly sourced 20 candidates with the experience G2 was looking for. After thoroughly vetting these candidates, we presented our top 5 recommendations for their VP of Sales.

G2's favorite candidate was considering offers from multiple companies, but given the reference from one of our Experts, G2 became his #1 choice and the perfect match.