

### Jump Capital-backed Fintech Startup Treasure Partners with Hunt Club to Find a Trifecta of Change-makers, *Head of Marketing, VP of Product, and Senior Product Designer*



# Partner Story

About	TREASURE
Industry	Fintech
Business Model	B2B
Website	treasurefi.com
Headquarters	San Francisco, CA
Year Founded	2018

Treasure is bringing advantageous treasury services to the largest and most vibrant sector of the economy: Small and Medium businesses (SMBs). Treasure’s cash management platform uses AI and machine learning capabilities to help its clients identify, manage, and monetize idle cash.

When startups acquire more funding than they can initially deploy, they are often met with a dilemma - they must decide whether to house the excess funds in a bank where it will sit and accrue minimal returns, or they need to start spending it. While most startups choose to host their funds in a traditional bank account - Treasure Financial offers them a new approach to banking: transforming business cash into revenue.



“In a short period of time, Eli’s [our new Head of Marketing] creativity and willingness to methodically lay a foundation for growth have notably impacted the business.”

**Leigh Stewart,**  
**Operations and People Lead**  
TREASURE

## The Need

Having received invaluable mentorship and funding from industry titans from the likes of PayPal Co-Founder, Peter Thiel, Jump Capital, Katalyst Venture, and others, founders Sam Strasser and Benjamin Verschuere focused on building out the company’s product teams early on, in an effort to establish a strong base for the company to grow. With a solid technology and ethos in place, they knew it was time to expand, identifying the need to find 3 key leaders to:

### Search Criteria

- Enhance the UI/UX experience and build a product that customers were excited to use
- Elevate the brand that the founders and other teams had built
- Provide new insight into Treasure’s GTM strategies
- Evolve and syndicate their branding, design, and messaging across multiple platforms and channels
- Work together to develop a demand generation engine to help the company drive leads

# Meet Treasure's New Head of Marketing

"Taking on a new role has its risks. I was able to lean on and trust Hunt Club's team of talent advisors who made sure I clearly understood each step and what the role required. Especially in today's competitive jobs market, it's important for candidates to set salary and job title expectations early. Hunt Club helped me navigate these conversations and working with them made the decision to join Treasure Financial easy."

-Eli Menaker

### *Previous Experience*

#### DroneDeploy

- Director of Demand Generation

#### InterPayments

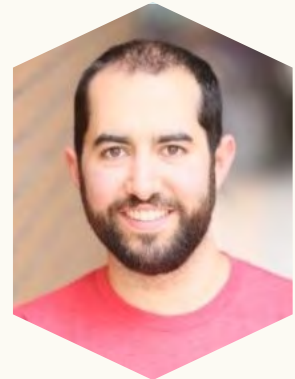
- VP of Marketing

#### Rimeto (Acquired by Slack)

- Head of Demand Generation

#### Dropbox

- America's Demand Generation Manager



**Eli Menaker**

*49 Days to Hire*

**520k+**

Marketing Leaders in Expert Network Community

**13**

Candidates Vetted

**8**

Candidates Introduced

**7**

Candidates Interviewed by Treasure

Eli *hired as* Head of Marketing

## The Search

Having just completed their most recent round of funding, Treasure Financial was looking to grow. They needed a marketing leader who could help to facilitate this, scouting for someone who was comfortable working on their own and building out a strategy to hit the company's growth potential and hiring a team that could execute it properly. In conjunction with their other organizational hires, the leader of the marketing team would need experience working with other teams to test and push out variations of new products. This would include experience building PR releases, website

pages, and client engagement systems. With quite the ask in front of them, *Eli Menaker* came onto the scene.

As the first marketing hire for several of his previous companies, Eli was well-equipped to step in and lay the goal-centric groundwork that would support a brand-new marketing team. He had experience developing and executing plans for lead generation and nurturing through several website redesign projects, new digital tool integration, and marketing and sales funnel retooling. His work speaks for itself as his companies have seen impressive growth and in some cases, acquisition.

# Meet Treasure's New Vice President of Product

Julia has over 12 years of cross-industry expertise in e-commerce, payments, investments, and social media. Her passion for growing start-ups and sharing her expertise is evident in the places she's worked and the types of personal and professional development work she's done as a self-employed angel investor and venture capitalist partner. Julia knows her way around technology and big-wig conversations having spent most of her professional career in silicon valley.

### *Previous Experience*

#### SoFi

- Director of Product Management - Crypto
- Principal Product Manager - Growth & Onboarding

#### Facebook

- Technical Program Manager - Consumer Payments



**Julia Stefani**

*60 Days to Hire*

**120k**

Product Leaders in Expert Network Community

**16**

Candidates Vetted

**8**

Candidates Introduced

**6**

Candidates Interviewed by Treasure

Julia *hired as* Vice President of Product

## The Search

Treasure Financial hit a key milestone in its business development when it completed its most recent round of funding and the leadership team was ready to capitalize on that momentum. Looking to expand their product and focus on better API integrations, Treasure was looking for a new VP of product who demonstrated deep-level knowledge of building and refining products and had experience working with SMB CFOs, their target customer. This understanding would serve as the cornerstone for the position, allowing the right candidate to see possible areas of development and new potential clients they could begin to target.

They also needed a team player who could communicate seamlessly with executive leadership as the product team built and implemented a new company roadmap. *Julia Stefani* was perfect for the job.

As an angel investor, Julia has worked closely with the target market in a mentor and advisory capacity. Her ability to connect and communicate with the intended audience was prevalent in her experience leading product development teams across the world for many large tech companies. Julia's expertise in project management and product development, especially in early-stage startups, made her the perfect candidate.

## Partner Story

# Meet Treasure's New Senior Product Designer

Nandu has 14+ years of mobile and web application design experience. This includes coaching roles where he provided specialized services in user research, wireframes, interaction design, visual design, prototyping, user testing, data analysis, and product strategy. His dedication lead him to complete a Master's in Human Computer Interaction (HCI) from Iowa State, after acquiring an undergrad in Visual Communications.

### Previous Experience

#### Awesome Fit

- Founder

#### Terradatum

- Sr. Product Designer

#### LivePerson

- Principal UX Designer

#### First American Title

- Sr. UI/UX Designer



**Nandu Tangella**

*49 Days to Hire*

20k

Product Designer in Expert  
Network Community

13

Candidates  
Vetted

8

Candidates  
Introduced

7

Candidates  
Interviewed  
by Treasure

Jean *hired as* VP of Engineering, United States

## The Search

Treasure was looking for a talented and visionary designer to help lead all creative initiatives across the company. The ideal candidate was an experienced, full-stack product designer who is well-versed in qualitative and quantitative processes to inform UX design without compromising on beautiful visuals. Hunt Club vetted numerous candidates and found the perfect match for Treasure in *Nandu Tangella*.

Nandu specializes in visual design, interactive design, prototyping, and user testing which aligned

perfectly with Treasure's immediate needs and company goals. Nandu understands what a business needs to stand out. He's self-motivated, intelligent, and responsible. His designs were instrumental in delivering high-quality products at each of his previous jobs. His eye for detail and creative design makes him an invaluable asset to every team he's a part of. His unique style made LA Fitness applications pop and was praised for its user-friendly design.

**Talent is your company's  
most *competitive edge***

Do you have the right talent partner?

Contact us at  
[partnerships@huntclub.com](mailto:partnerships@huntclub.com) to  
unlock access to exclusive talent.

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