

**made.in** Leverages Hunt Club's Expert Network to Hire 2 Specialized VP Roles To Drive Growth



# About made-in

<b>Industry</b>	Cookware
<b>Business Model</b>	Direct-to-Consumer
<b>Website</b>	madeincookware.com
<b>Headquarters</b>	Austin, TX

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%**.

When seeking new talent to help redefine the cookware industry, **Made In faced three challenges:**

## Roles

**VP of Growth**

**VP of Product & Sourcing**

- Finding A-list leaders with the experience to successfully drive, scale, and sustain Made In's growth trajectory
- Finding niche, extremely specialized leadership roles in the international D2C space in one of the most competitive job markets in US history
- Sourcing and vetting candidates for roles in which the founders and leadership team had limited visibility and experience

## Talent is Made In's recipe to success

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.

### **Made In joins forces with network-driven, referral-based talent partner**

In partnership with Hunt Club, Made In had access to a professional network of over 7 million candidates and 15,000 business leaders, comprised of entrepreneurs, executives, innovators, investors, and team leaders. Throughout the entire talent process, the two companies worked closely to align on strategy, sourcing, and interviewing, all the way through extending offers to top candidates. Finding the right candidates required a targeted, qualified talent pool.

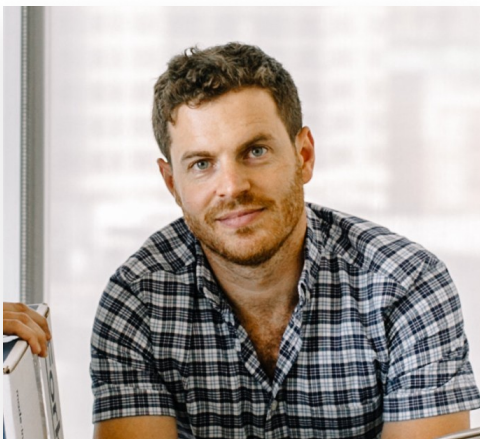
# VP of Growth

When it came to hiring a VP of Growth, Malt and Kalick had a list of attributes in mind that Hunt Club used as a cornerstone to find a bullseye candidate. Made In 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. This role would be taking over several key responsibilities and teams that Malt had previously owned as a founder, but wearing all of these hats proved to be untenable. It was very important to him that the new VP, assuming work from his own plate, would be as invested in Made In's success as he is.

**When Hiring a VP of Growth, they partnered with Hunt Club to find someone who could:**



- Build and optimize funnels to drive customer engagement with Made In's brand across all customer journey touchpoints
- Drive customer experience from awareness to retention, encouraging life-long customer relationships
- Demonstrate a passion for implementing solutions that align with the market, company goals, and strength of customer engagement
- Exude and build upon the founding team's grit and focus
- Be a pragmatic leader dedicated to the intersectionality between the customer journey, market data, and company campaigns



**"This role would be inheriting teams and projects I had built over the past five years, making it a very emotional process. I knew I wanted to find someone who would approach initiatives with as much care and enthusiasm as I would, while taking my vision to the next level."**

**Chip Malt, Co-founder & CEO**

# VP of Product & Sourcing

In contrast, when Malt and Kalick identified the need for a leader to drive their product and sourcing, they were faced with a challenge that many founders experience: hiring for a role in which they held little expertise themselves, making it difficult to effectively source and evaluate the talent pool. Leaning into their partnership with Hunt Club to help define the role and kick off the candidate search, Made In was able to identify the traits they needed in a VP of Product and Sourcing.

**Hunt Club's talent strategists carefully screened and evaluated candidates with the following qualifications:**



- Experience finding and sourcing niche manufacturers and quality goods
- Ability to build and maintain connections with manufacturers to ensure long-term, quality partnerships
- Ability to develop and lead sound, cost-effective strategies for the purchasing of materials used throughout the business
- A strong collaborative mindset that would facilitate relationships between sales, marketing, and product—working together to align on product development and market fit
- Ability to plan, streamline, execute and manage international launch plans



**“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 Malick, Co-founder & President**

# Talent is your company's most competitive edge.

Do you have the right talent partner?

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## About Hunt Club

[www.huntclub.com](http://www.huntclub.com)

Hunt Club is a technology-driven recruiting company that's improving the talent partner experience by combining referrals, network effects, technology and white-glove managed service to help our partners hire incredible talent. Hunt Club's platform, Atlas, has transformed over 15,000+ subject matter experts into the world's most powerful talent network.

Hunt Club powers talent for some of the world's most innovative companies and venture capital firms across many sectors and industries, helping companies scale from Seed to Unicorn through trusted introductions.