

# actifio

## Radically Simple

**Actifio** is a privately held information technology and software company that is headquartered in Massachusetts. The company's product, its Copy Data Storage Platform, is designed to make information technology infrastructure more efficient and cost effective by reducing the copies of computer data an organization must keep.

Website: <http://www.actifio.com/>

### The situation

Cited by many as history's fastest growing storage start-up, Actifio's innovative copy data virtualisation solutions have resulted in numerous accolades and unprecedented expansion, in the lead-up to one of the most hotly anticipated IPOs of the past five years.

Emerald Technology first engaged with Actifio in 2013, placing a Solution Architect in Germany. At the time, DACH was a relatively new territory for the business, so they enlisted Emerald's assistance to build on their initial success in other areas of Europe, and get their first new logo customers on board in the region.

### The solution

Following success with this initial assignment, 2014 set out Emerald's next challenge: a meeting with Greg Scorziello (MD EMEA), which established a need for strong sales profiles in specific territories across Europe, the Middle East and Africa.

After taking the time to understand Actifio's requirement for experienced 'A-Player' solution sales executives, Emerald commenced a strategic, in-depth search process, with a view to filling two open hires in Germany, two in South Africa and one in Dubai. Once these assignments had been completed, we also provided PreSales Solution Architects to support the new sales teams in each of these regions.

South Africa in particular was a brand new territory for Actifio, in which they had never previously had a local presence or entity. Here, Emerald also stepped in to assist them in setting up an outsourced payroll system via our partner, USA2Europe. This eliminated many of the anticipated challenges in setting up the new region, and enabled the four-man team to hit the ground running within just a few weeks.

Consistently excellent results meant that Emerald Technology was engaged once again - this time to source a team of Directors to support the growth of the EMEA team. Initially we placed an EMEA Channel Director, followed by a Sales Director for their disruptive DRaaS offering. Both individuals had flawless track records with other pre-IPO vendors, as well as more established organisations such as Rackspace and VMware. Finally, to help Greg Scorziello with the day-to-day running of

"Emerald Technology have proven themselves to be outstanding. They are incredibly thorough - They know their candidates, they know the industry, and they know us as a business. The turnaround times on hires we give to Emerald are always superb, and Emeralds' follow-up is impeccable. They are always willing to help take the stress off of me during the on-boarding process by passing forms and documents on to their candidates. We have a collaborative relationship with Emerald and I genuinely consider them to be a partner."

the enterprise team, we secured Chris Hammans from Microsoft Azure, to complete the unassailable management team as the new Enterprise Sales Director EMEA.

Most recently, Emerald was engaged to bring on board two highly experienced Enterprise Account Directors. A thorough analysis of the market resulted in placement of two exceptional individuals - one from EMC, and one from VCE - both of whom were integrated into the business in February 2015.

Our next challenge was an EMEA Oracle DB specialist, which proved no mean feat due to the very specific required combination of language skills and Oracle expertise. After opening the search out globally, however, we identified an excellent German candidate - currently based in the US and keen to relocate back into Europe - who promptly became yet another fantastic addition to the Actifio team.

### Results

Actifio have had a record-breaking year throughout EMEA, and have smashed their regional sales target. This could not have been accomplished without the game-changing talent supplied by Emerald Technology, and we look forward to continuing our relationship with them as their exclusive EMEA hiring partner on the journey towards their eagerly awaited IPO.

**Mitch Schneir**  
Director of Global Recruitment

