



Couchbase is a Pre IPO database vendor within the disruptive NoSQL market space. The company has raised over \$100 million to date from investors including Accel Partners, Mayfield Fund, North Bridge Venture Partners, Ignition Partners, and Adams Street Partners.

Couchbase have more than 400 clients worldwide including Apple, Zynga, Pokemon, BMW, LinkedIn and Disney.

<http://www.couchbase.com/>

The situation

An award-winning privately held organisation with an estimated \$30m in venture capital funding, Couchbase, Inc. is a software company that develops and provides commercial packages and support for Couchbase Server, an open-source, NoSQL, document-oriented database.

Couchbase began engaging with Emerald in December 2012, initially liaising with Steven Mih in the USA. At this time, the organisation had no established presence in EMEA at all,

and was looking to expand into the region, starting from the UK.

To begin with, we were in competition with a number of other consultancies. However, our successful placement of David Maitland as the General Manager for EMEA allowed us to cement and grow our relationship with Couchbase. The Emerald team had worked on assignments for David in his previous post at Terracotta and, pleased with the level of service we had provided to him as both a candidate and a client, he provided a strong internal recommendation once stationed.

The solution

Emerald worked closely with David to gain an in-depth understanding of Couchbase's strategy, value proposition and culture - as well as David's personal plans for establishing and growing the EMEA team and client base. We were then able to take a strategic approach to each hire, targeting direct competitors and mapping the market for each territory, to ensure the perfect individual was identified and brought on board.

"Having worked with Emerald whilst at Terracotta, it seemed a natural choice to choose them again as my Search Consultancy. Over the course of 24 months, Emerald have placed 14 individuals in to the business, from Sales and Presales, to Evangelists and VPs. They have also conducted this on a truly global basis making placements across EMEA, the US and APAC. They understand the quality of individual we require, and take a large burden away from my daily workload. I would recommend their service to all high growth software sales organisations."

We are proud to say that we have built the whole European team for Couchbase, working closely with David to place customer touch individuals in the UK, France, Germany and Scandinavia. We have filled nineteen assignments to date, covering sales, presales, professional services, technical evangelist and inside sales executives. Outside of EMEA, we also helped them to secure Eric Ballis, a sales leader with an impressive track record at Actuate and Tera-data, as their VP Sales for East USA in early 2014.

Results

As a direct result of our candidates' input, Couchbase has grown by 583%, and EMEA is now their top performing region, achieving 380% against quota in 2014.

We continue to work on multiple assignments for Couchbase on an exclusive basis, with an average time to hire of 6.5 weeks.

David Maitland
EMEA GM

