

# Darktrace: Sales Recruitment Services for Cybersecurity Company

## Introduction:

Darktrace, a global leader in cybersecurity solutions, had just IPO'ed and faced an urgent need to scale its sales team to meet growing market demands. However, finding the right talent in a niche market proved challenging, especially after limited success with a previous recruitment agency. Recognizing the need for a more targeted and effective approach beyond traditional job listings, Darktrace turned to memoryBlue's specialized sales recruitment services.

Leveraging memoryBlue's proven six-step recruitment process and Account-Based Marketing (ABM) approach, Darktrace aimed to secure top-tier sales professionals who could drive their post-IPO growth. This case study explores how memoryBlue's tailored recruitment strategy helped Darktrace achieve significant hiring milestones, ultimately becoming their exclusive hiring partner.

## Business Challenge:

- **Urgent Talent Acquisition:** Following its IPO, Darktrace needed to quickly scale its sales team to capitalize on new market opportunities.
- **Limited Success with Previous Agencies:** Darktrace had previously engaged two recruitment agencies, but only one yielded satisfactory results, leading them to seek additional support.
- **Niche Market Needs:** Traditional job postings were insufficient for Darktrace's specialized needs, given the competitive and niche nature of the cybersecurity marketplace.
- **High Standards for Candidates:** Darktrace required candidates from top universities or with proven success at competitors/within the B2B tech sales field, further narrowing the talent pool.

## About Darktrace:

Darktrace is a pioneering cybersecurity company, renowned for its use of artificial intelligence (AI) to autonomously detect, respond to, and neutralize cyber threats in real-time. Founded in 2013 and headquartered in Cambridge, United Kingdom, Darktrace has quickly become a global leader in AI-driven cybersecurity solutions. The company's technology, powered by its proprietary self-learning AI, is designed to mimic the human immune system, continuously learning and adapting to the unique patterns of its digital environment. This enables Darktrace to identify and mitigate emerging threats, including zero-day exploits, insider attacks, and advanced persistent threats, often before they can cause damage.

## The Goal:

- **Rapid Scaling:** Darktrace aimed to build a robust sales team swiftly to support their post-IPO growth.
- **Secure High-Quality Talent:** The goal was to hire top-performing sales professionals who could excel in a competitive and niche market.
- **Effective Recruitment Strategy:** Darktrace sought a more innovative and targeted recruitment approach beyond traditional methods to meet their specific needs.
- **Long-Term Partnership:** Establish a reliable and long-term partnership with a recruitment agency that could consistently deliver results.



## The Solution:

- **Account-Based Marketing (ABM) Approach:** memoryBlue implemented a strategic ABM approach to identify and engage top sales talent, not limited to those actively seeking new opportunities. This included outbound prospecting of top performers from competitors and presenting them with opportunities at Darktrace.
- **Tailored Candidacy Creation:** The focus was on creating candidacy by identifying and approaching high-potential candidates, even if they were not actively looking for a new job. This proactive strategy ensured that Darktrace had access to the best talent in the market.
- **Customized Recruiting Process:** memoryBlue utilized its six-step recruitment process, beginning with an in-depth exploration of Darktrace's company culture, growth potential, and leadership to attract candidates aligned with their vision. This was followed by building an active pipeline of pre-screened candidates and employing a strategic omnichannel approach for candidate outreach.
- **Efficient Vetting and Placement:** memoryBlue's rigorous vetting process ensured that only the most committed and capable candidates were presented to Darktrace. The recruiters also tailored how they presented the opportunity to each candidate, focusing on aspects like company culture, leadership, and growth potential to align candidate expectations with Darktrace's offerings.
- **Swift and Effective Hiring:** memoryBlue's efficient hiring process, boasting an average time-to-hire of just 16 days and an interview-to-acceptance ratio of 4:1, enabled Darktrace to meet its urgent talent acquisition needs rapidly.

## Results:

- **Exclusive Hiring Partner:** After one year of successful collaboration, memoryBlue became Darktrace's exclusive hiring partner, a testament to the effectiveness of their approach.
- **High Volume of Placements:** Over three years, memoryBlue placed 216 sales professionals at Darktrace, averaging one placement every five days.
- **Diverse Roles Filled:** The placements included 113 business development executives, 88 account executives, 10 strategic program managers, 10 key account directors, 3 customer success managers, and 2 leadership positions.
- **Hiring of memoryBlue Alumni:** Darktrace also hired 14 memoryBlue alumni, leveraging the firm's proven talent pool to build a strong and capable sales team.
- **Top Talent Secured:** The candidates hired met Darktrace's high standards, including those from the top 200 colleges/universities with a minimum 3.0 GPA and individuals with a proven track record at competitors.

### About memoryBlue:

memoryBlue is a sales development consulting firm based outside of Washington, D.C., that specializes in helping a wide range of high-tech clients accelerate new business growth globally.

With nearly two decades of proven results and offices worldwide, businesses trust the firm to help gain a competitive advantage in the reach and effectiveness of sales development efforts. The company has worked with over 850 high-tech companies to provide outsourced sales development services, sales management expertise and strategic sales talent acquisition assistance.