SewerAI doubles revenue with strategic Sales Recruitment

SewerAI

About SewerAI

SewerAI is a technology company that leverages artificial intelligence to transform sewer inspection and infrastructure management. By combining automation with cloud-based tools, SewerAI helps organizations make faster, smarter decisions about critical underground assets.

Overview

SewerAI, a fast-growing AI-powered infrastructure inspection platform, partnered with memoryBlue to scale its revenue team with precision. Over just over 15 months, the two teams collaborated to place 15 hires across sales leadership, SDR, AE, and account management roles. That support helped SewerAI double its revenue during the course of the engagement.

What began as a single leadership search grew into a full-scale recruitment partnership, with memoryBlue supporting SewerAI's expansion through high-performing hires and a consistent, consultative process.

> *"From the first hire, it was clear memoryBlue could attract the kind of talent that would help us win. That gave us the confidence to have them hire across the entire revenue team."*

Billy Gilmartin,
Co-Founder & CEO, SewerAI

The memoryBlue partnership

How it started

When SewerAI first connected with memoryBlue, the company was looking to strengthen its outbound motion with a few key revenue hires. At the time, the team was a third of its current size, and successful recruiting felt more like luck than a repeatable strategy.

> *"We were struggling to find the right profiles of people to come join the company to help us succeed. It was difficult to narrowly define the kind of folks we were looking for"*

From the beginning, memoryBlue took a collaborative approach to intake, spending time listening and asking the right questions to understand the company's needs. That early alignment helped both teams move quickly and adapt as the hiring strategy matured.

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Why the partnership works

SewerAI started by testing memoryBlue alongside another recruiting firm, but it quickly became clear which partnership was delivering better results. Together, the teams worked to refine the ideal candidate profile, iterate on search criteria, and stay aligned on what great looked like.

The first successful placement was a sales leader who set the tone for a larger hiring strategy. Over time, the engagement expanded to include SDRs and AEs. Candidates were sourced from competitive SaaS markets and transitioned effectively into SewerAI's technology-driven infrastructure space, bringing fresh perspectives and contributing to long-term growth.

Results

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Built on trust

As the relationship grew, SewerAI engaged memoryBlue for a non-sales hire, a Contracts Administrator, and referred them to another company. These decisions were not just positive outcomes. They reflected deep trust built through clear communication and consistent delivery.

> *"We knew we'd have a partner who could match our level of communication and run a process really well. That's everything when you're making a critical hire."*

In April 2025, SewerAI gave memoryBlue a Net Promoter Score of 10. This score reflects the strength of the partnership and the team's confidence in its continued success.

High-caliber talent across all levels

15 hires across four functions

94% offer acceptance rate

93% stick rate

1 SDR promoted to AE in under 12 months

One AE hit their full annual commission in the first quarter after ramp. Another earned the largest commission check in company history, a six-figure payout within a year.

> *"Not only have they stayed, but they've grown within the company. We've doubled our revenue since we hired all these people."*

The memoryBlue impact

The business impact

In just 15 months, memoryBlue's recruitment support transformed SewerAI's go-to-market capability:

- **2× revenue growth**
- Expanded from a small sales team to a fully built-out revenue organization
- Strengthened talent retention and internal career progression
- Elevated performance metrics, with record-setting commissions and accelerated promotions

If your growth depends on building an elite sales team, partner with memoryBlue to find the talent that will take you there.

Let's talk

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SewerAI

Advice to high-growth founders

Billy's recommendation to other leaders considering memoryBlue's sales recruitment services:

"Don't be afraid to very narrowly define the kind of candidate and profile you want, but be willing to pivot if it doesn't work out. With memoryBlue, you have the opportunity to be very picky, because they'll bring you the caliber of talent that can change your business."

Why choose memoryBlue for Sales Recruitment

- **Precision targeting** of high-caliber talent from competitive SaaS markets
- **Collaborative intake process** that aligns hiring profiles with business goals
- **Proven impact** on revenue, team stability, and performance metrics
- **Versatility** to deliver in sales and beyond

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