

# Case Study

**Need** Head of Sales

**Industry** Healthcare Logistics

**Business Type** B2B

## Challenge

A private equity firm and portco CEO came to us with a critical need for a Head of Sales for their healthcare logistics company. Since the acquisition, the portfolio company had been growing rapidly and they needed to bring in a sales leader that could forge the way for the company to expand into new markets. With a lean sales team, they knew filling the vacant role was a top priority. They urgently needed a PE-grade sales leader who was a strategic thinker and strong seller while having a proven track record of building and leading sales organizations in high-growth, healthcare companies.

## Solution

Leveraging our founder's 20 years in private equity, we have extensive frameworks for assessing PE-grade sales executive needs. BluWave utilizes technology, data and human ingenuity to pre-map, assess, monitor, and maintain deep pools of the select executive sales recruitment firms that uniquely meet the private equity standard. We interviewed the PE fund to understand their specific key criteria, and then connected the client with the select pre-vetted groups from our invitation-only Intelligent Network that fit their exacting needs.

## Result

Within 24 hours of the initial scoping call, the PE firm and portfolio company were introduced to two PE-grade executive recruiting firms that specialized in senior sales roles in the healthcare space. The client selected their ideal choice. The PE fund was able to confidently engage the recruiting firm who quickly provided them with the exact-fit sales leader they needed, allowing the fund and portco to drive an excellent outcome without wasting time or cost.

BluWave quickly connected me with two recruiting firms that had the exact expertise we needed and had already been PE battle-tested. Both firms understood our needs and quality expectations. Having BluWave connect us to the resources we needed when we needed them was invaluable.

- CEO @ Portco