

The Realities of Tech Recruiting: What You Should be Doing Now

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Introduction

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Class of '13



Head of Channel Partnerships
Ripple

Our career path post MBA

Chris Heimers Class of '13

- American Express- MBA Finance Intern
- Responsys/Oracle- Enterprise Sales
- Square- Sales/Business Development
- Ripple- Head of Channel Partnerships

What is the role of channel partnerships/ sales in tech?

As Head of Channel Partnerships, I'm responsible for building relationships and driving revenue through Consulting and Tech partners that can help us sell and scale our products and services.

I work cross-functionally with a number of teams including Finance, Product, Product Marketing, Sales, Project Management and Legal

Direct Sales

- Focus on individual companies
- Quota driven role

Business Development

- Focus on developing/nurturing relationships that can drive revenue for both sides in the intermediate/long term
- Focus on individual companies
- Typically non-quota driven role (and typically more qualitative and strategic nature)

Channel Partnerships

- Focus on selling through Channels
- Determine business agreements that will drive revenue in most scalable, efficient way (i.e. reseller, co-seller, marketplace or referral)
- More process oriented and cross functional than Sales/BD

Realities of Tech Recruiting

Tech Companies recruit later than non-tech companies

- Many are just in time positions especially at midsized to small companies
- Feb, Mar even to May

Recruiting at Tech Companies requires hard work

- At many business schools, even at Haas and Stanford, students do most of their recruiting off campus

Building relationships with people in tech is critical

Preparing for a tech interview

Research the company's products or services and use them

- Have a point of view of what you like and what you would improve
- Have a basic understanding of competitors and how the company compares to the competition

Demonstrate passion for the specific role and the company

- Don't just demonstrate a desire to work in tech – you must demonstrate why you would be a good fit for the specific role and why you like the company
- Talk to other people in similar roles at other companies to understand how the role might be similar/different at other companies

Showcase transferrable skills

- Think of STAR stories that showcase transferrable skills:
 - ❖ Working with cross-functional teams
 - ❖ Comfort with ambiguity/working without structure
 - ❖ Ability to take risks
 - ❖ Stories where you've taken initiative

What should 1st years be doing now?

- 1) Start broad and narrow your focus (i.e. what kind of tech do you want to work in (Fintech, Adtech, Healthcare Tech, eCommerce, SaaS, etc.), where are you willing to relocate, what size company, etc?)
- 2) Compile a list of the tech companies that interest you and have a story why you want to work there
- 3) Think about the 2 or 3 functions (maximum) at a company that best fits your skill set and that also interests you
- 4) Reach out to 2nd years who have interned on the West Coast to gather feedback, suggestions, etc on what they learned from their networking experience and how they landed an internship
- 5) Search LinkedIn for UNC alumni who either 1) work at any of the companies you are interested in or 2) work in Tech on the West Coast
- 6) Set up phone calls with UNC alumni in either of these categories
- 7) Search LinkedIn for MBA's from other schools or 1st/2nd degree connections that work in tech in SF
- 8) Visit SF once in the fall and again in the spring (at a minimum) to network in person
- 9) In conjunction with action item above, speak to peers to see if there are other classmates interested in working in Tech on West Coast where you can coordinate a trip together
- 10) Follow up phone calls and meetings with personalized thank you notes, stay in touch and seek out feedback/advice from select individuals in tech (but within moderation). Stay on top of job openings at desired companies through LinkedIn and other websites/job boards.

What should 2nd years be doing now?

- 1) Do a self assessment of what worked well and what didn't during your first year (i.e. did you apply to too many companies, how many offers did you receive, did you make the right connections, did you apply to roles that match your skill set, did you receive any feedback from recruiters, employees, UNC alumni, business school alumni along the way?)
- 2) Decide if you are willing to broaden your search based upon what worked and didn't work in action item above (i.e. looking at different industries within tech, different functions, different locations to ones you were originally focused on)
- 3) Continue to differentiate yourself and make yourself more marketable (take entrepreneurship classes, leverage professors you are close with who work in entrepreneurship and may have tech relationships on West Coast, work at a startup while at school, pursue an idea on the side, etc.)
- 4) Continue to set up informational phone calls seeking feedback/advice with select group of UNC alumni, business school alumni, LinkedIn connections to stay engaged and top of mind for future opportunities
- 5) Determine if you are willing and able to leave school early if the right opportunity presents itself and company does not have a structured MBA recruiting process
- 6) Be efficient, be persistent and don't give up on your goals - it takes a lot of networking and hard work!

Questions?