



How Qualia Streamlined Their Hiring of Key Marketing Roles



Recruiting is a tremendous amount of work, especially for a busy, high-growth startup like us.”

- Matt Kaufman, Vice President of Marketing, Qualia

What Qualia accomplished by partnering with Betts:

- Hired 2 senior marketing roles in 2 months
- Refined candidate profile to ensure the best interviews and hires
- Accelerated company growth and developed best practices

The Challenge: Qualia needed to accelerate their time to hire

Qualia, a real estate technology company, brought on Matt Kaufman as the Vice President of Marketing in 2017. His first order of business was to bring them to market. His second was to build his team. Like all startup executives, Matt was wearing a lot of hats, and knew that he needed to use all of his resources efficiently. And while hiring the right talent is critical to a startup’s success, Matt knew that sourcing candidates for a robust marketing team would be demanding. It would be difficult to give this important task the attention it deserved while he already had so much on his plate.



Recruiting takes a lot of time and effort. From sourcing, to screening, to evaluating, to onboarding, it’s a tremendous amount of work, especially for a busy, high-growth startup like us.



Matt Kaufman
VP of Marketing




Matt knew that to hire talented professionals for key marketing roles as quickly as possible, he’d need to bring on an organization that could offer expertise in the hiring challenges that startup executives often face, and free up time for him to spend on the busy, multi-functional work of a startup VP.



My experience ever since has been nothing but positive. Everyone spoke very highly of how the Betts team treated them.”

-Matt Kaufman, Vice President of Marketing, Qualia

The Solution:

Matt partnered with Betts Recruiting to streamline the hiring process at Qualia. He had a candidate profile in mind and worked with Betts to flesh it out into more detail. By asking probing questions, Betts was able to help him to develop a more comprehensive profile that identified the characteristics, experience, and competencies he was looking for in the professionals who would round out his team – specifically for the demand generation and product marketing functions. “It was a consultative process where it was asking specific questions to prompt me to articulate the different types of characteristics of what I was looking for.”

As a company whose platform is involved with 15% of real estate transactions, Qualia stakes a lot on their reputation – and the way their job applicants are treated is a major part of that. Matt had had negative experiences in this area with other recruiting firms. But he was confident that things would be different with Betts. “When I heard about the reputation of Betts and how well they treat prospects, it kind of made my decision pretty easy to bring them onboard.”

Betts didn’t disappoint in this regard. Moreover, the open lines of communication between Betts and Qualia were key to building the marketing team Qualia needed. “Betts knew when to push and when to be patient. Even though I didn’t always respond immediately, they kept the process moving, which is exactly what I was looking for.”

The Results: A major value-add for the team

By working with Betts, Qualia was able to fill two senior roles in two months. These key hires have been a huge value add to the organization by accelerating growth, introducing best practices, and helping to build a strong culture. Qualia was also able to leave their candidates with a positive impression after the hiring process, which was good for their professional standing. “My experience ever since has been nothing but positive, with really high remarks from candidates. Everyone spoke very highly of how the Betts team treated them.”