

## VP PEOPLE

STAGE		Series B
INDUSTRY		Mental Health Care
FUNDING		\$129M+
INVESTORS		Kaiser Permanente Ventures, Softbank Vision Fund



TIME TO INTRO HIRE  
**46 days**

TIME TO FILL  
**92 days**

### BACKGROUND

Big Health is a digital therapeutics company operating a healthcare portal to offer behavioral programs for mental health issues.

[Read more.](#)

### THE PROBLEM

To achieve the ambitious commercial and growth goals post series C, Big Health needed a seasoned VP People to scale their headcount. After unsuccessfully working with another retained firm for several months Big Health was under pressure to find a world-class candidate ASAP.

### PLENTY'S SOLUTION

Understanding the time pressure given Big Health's previous unsuccessful search, Plenty approached the search with incredible urgency. Plenty launched a deep calibration to understand the business and role, followed by a comprehensive search that efficiently produced dozens of candidates that Big Health reportedly was ecstatic about immediately. In only 73 days an offer was signed and Plenty had delivered a strong backup pipeline of candidates just in case.



Plenty's data-filled and thoughtful feedback helped us make adjustments that resulted in us landing our dream candidate.

**Jessica Hovick,**  
**Former VP Operations**



**LARAE HOLLIDAY WILLIAMS**

EverFi | Palantir

LaRae led the people function at EverFi and oversaw growth as they doubled in size to 600. She previously built the recruiting function at Palantir during one of the company's highest-growth periods.