

CHIEF PEOPLE OFFICER

STAGE		Series B
INDUSTRY		Family, Health Care
FUNDING		\$209M
INVESTORS		Google Ventures, Oak



TIME TO INTRO HIRE
51 days

TIME TO FILL
75 days

COMPANY

Brightline is a med-tech company that provides behavioral healthcare services for children and their families. [Read more](#)

THE PROBLEM

After taking on a large amount of capital from tier 1 investors, growth expectations were high for Brightline. In order to achieve ambitious growth targets, the company was set to nearly triple its headcount within a year. This kind of growth required the hiring of a seasoned Head of People during one of the most in-demand markets for People leaders in years.

PLENTY'S SOLUTIONS

Knowing how tight the labor market was, Plenty worked diligently to refine the candidate pitch while simultaneously locating Heads of People within similar companies that had tripled in size. This resulted in candidate interest rates nearly 2x the industry average and Aleks being hired just 24 days after introduction.



ALEKSANDRA PETERS

Airtable | Bain

Aleks is a strategic People leader with a background in management consulting. She spent nine years at Bain, most recently as an Associate Partner, where she founded the Women@ and Mom@ ERG groups. Most recently, as Head of People, she scaled Airtable from 90 to 400 employees globally and from a \$1.1 to \$11B valuation.