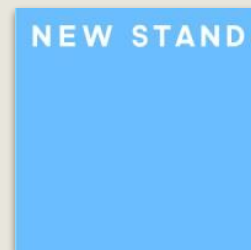


NEW STAND

CHIEF FINANCE OFFICER

STAGE		Series B
INDUSTRY		Media & Entertainment
FUNDING		\$56+M
INVESTORS		Brookfield Capital



TIME TO INTRO HIRE
40 days

TIME TO FILL
64 days

COMPANY

New Stand is a rapidly expanding convenience and engagement platform that blends physical touchpoints with digital perks and location-based media to be consistently helpful and engaging in people's lives. [Read more](#)

THE PROBLEM

After taking on significant funding from top investors, growth expectations were high for New Stand. They needed to bring on an experienced VP Finance as soon as possible to help oversee the company's expanding operations and retail reach.

PLENTY SOLUTIONS

Plenty moved swiftly to lead a comprehensive calibration with New Stand's team to uncover the unique qualities of the most ideal CFO hire. Following an extensive search Plenty recruited Jian Yang as a CFO within only 66 days. New Stand was so thrilled, they engaged Plenty to recruit for other leadership team roles.



JIAN YANG

Opencare | Industrious

Jian built the Opencare finance team and managed legal, data, HR, talent, CX for the company. He also managed and grew a new Revenue Management biz line from 0 to \$1.2M ARR. As employee 15 and the first finance hire at Industrious, he helped grow them to 300 people with an \$8M to \$60M ARR.