OWN UP

CHIEF GROWTH OFFICER

plenty

STAGE		Series C
INDUSTRY		Financial Services
FUNDING		$49+M
INVESTORS		Link Ventures, Brand Foundry Ventures, Listen, Techstars Ventures, Alumni Ventures
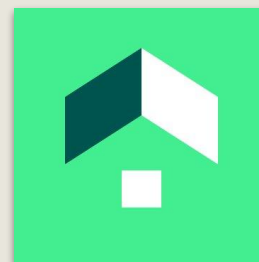
TIME TO INTRO HIRE
35 days

TIME TO FILL
65 days

COMPANY

Own Up provides a software solution that enables residential lending from various lenders.
Read more

THE PROBLEM

As a disruptor in the mortgage marketplace, Own Up needed a top-tier Chief Growth Officer with customer acquisition competency in this unique product category. The ideal candidate needed experience in scaling 3-5x growth and building out a high functioning growth team while the company was keen on increasing the diversity of its team with this hire.

PLENTY'S SOLUTIONS

Using our intricate competency mapping and recruiting strategy, Plenty identified a target pool of candidates that precisely matched Own Up's niche requirements. Plenty was able to source a diverse pool of candidates and, in only 65 days successfully recruited an underrepresented candidate Own Up's Board described as "transformational".

JUN WU

Ecolab | State Farm

Jun started his career in engineering and brings a data-driven, analytical to his financial work today. While at Ecolab, he grew his team to 10+ direct reports within content, direct search, email marketing, bringing in ·$XooMM new digital revenue.

GTM