GLOBAL SAAS COMPANY · NEW AI PRODUCT LAUNCH

Hiring for a role that didn't exist yet.

A global SaaS company was launching an AI product and needed a sales team to take it to market, while still growing its core AE team. TSG was embedded inside the business to run both.

18
hires in 6 months: 8 AI Sales Executives and 10 AEs

3 wks
average time to fill

8 / 8
AI Sales Executives still in seat

2×
the AI sales team is set to double next year

The challenge

- A brand-new role: AI Sales Executive. Nobody in the market had done it before, so there was no talent pool to search.
- A product launch date that couldn't wait for a slow hiring process.
- Core AE hiring still had to keep pace with the existing sales targets.

How embedded worked

- A TSG talent partner working inside the team from February, as the single point of contact for sales leaders.
- Connected on the company's email and Slack, available the day a brief was needed.
- Owned both hiring streams end to end, from brief to signed offer.

What we did

DEFINED IT

Built the AI Sales Executive profile from scratch with sales leadership: the outcomes the role had to deliver and the traits that would predict success, not a wish list of experience nobody had.

FOUND IT

Looked beyond job titles to people with the right selling skills and curiosity for a new product, then assessed every candidate against the same scorecard.

RAN BOTH STREAMS

Kept AE hiring moving in parallel, so the core team grew while the new AI team was built.

17 / 18

Still in seat.

Every AI Sales Executive and 9 of the 10 AEs are still with the company. When the role is defined well, the right people stay.

Launching something new?

Hiring 10 or more roles this year? Book a free 15-minute recruitment cost audit and see what an embedded partner could deliver for you.

talentsolutionsgroup.com.au/embedded-recruitment
hello@talentsolutionsgroup.com.au

© 2026 Talent Solutions Group