



 **ELECTRIC™  
LIGHTWAVE**  
AN INTEGRA COMPANY

REPORT BY

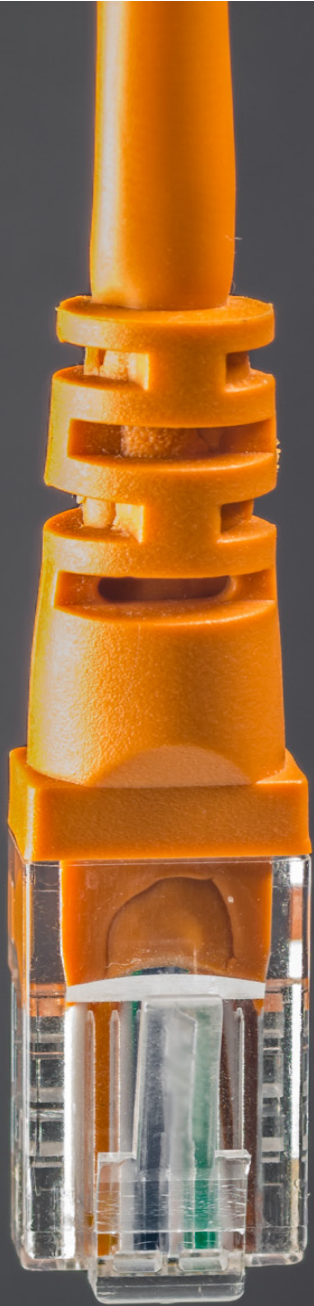


TECHNOLOGY EXECUTIVE GROUP

# National Fiber-Based Communication Provider Energized With New Talent – And Growth.

CLIENT:  **ELECTRIC™  
LIGHTWAVE**

Electric Lightwave, Integra's newly formed premier sales channel, enables businesses to be successful through its advanced portfolio of network communications, and technology solutions. Electric Lightwave's breadth of products and network capabilities are best-in-class, and the company's high-touch, dependable and responsive service sets it apart.



# The Challenge

When Electric Lightwave was launched in January 2015 to provide complex, ultra-reliable network infrastructure solutions to Integra's largest customers in the enterprise markets, they hired Technology Executive Group (TEG) to help build out its new sales organization.

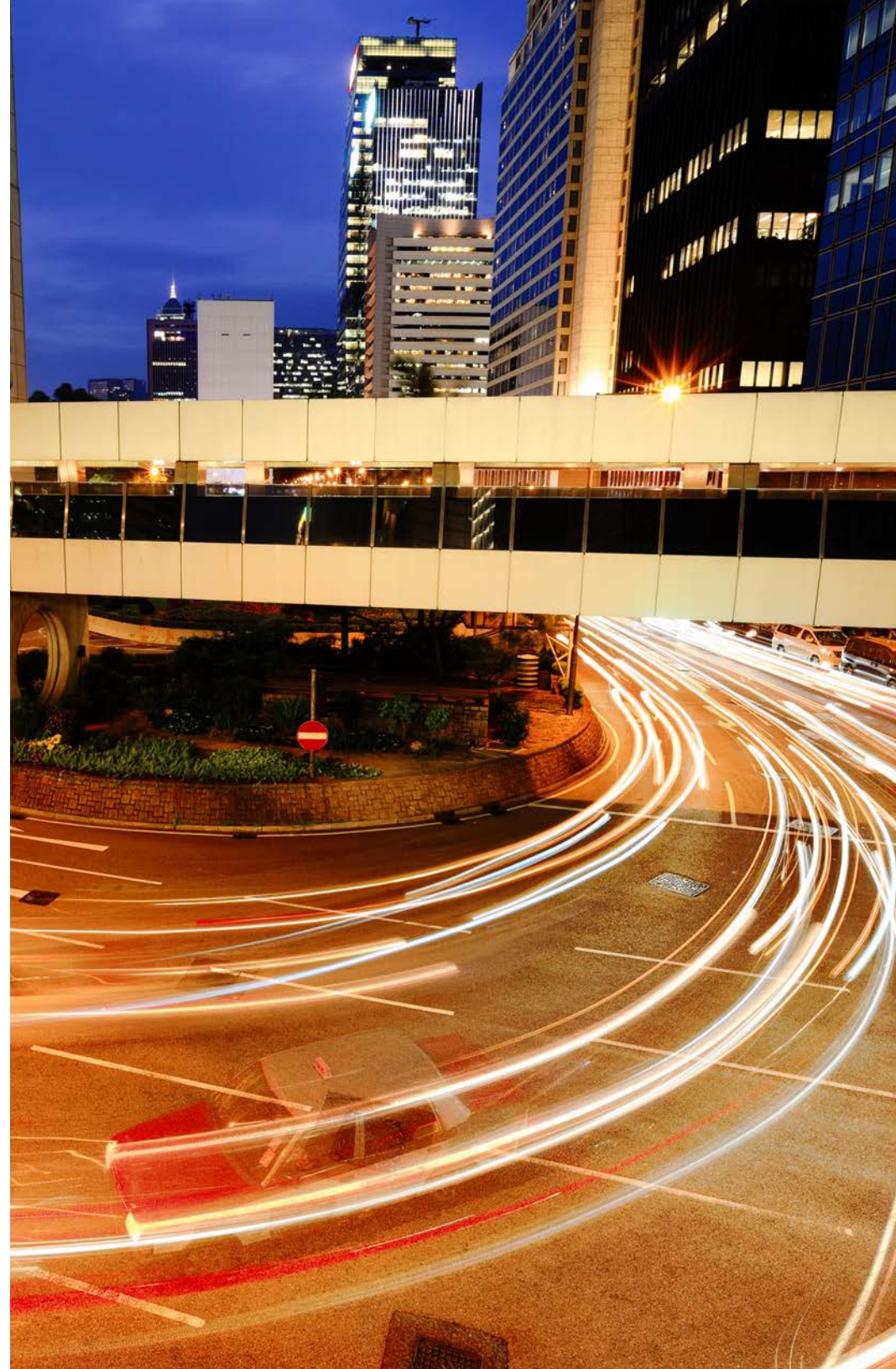
The new sales team – including a Vice President of Sales and multiple Premier Account Executives – would be strategically organized to tailor a more consultative level of service to address the distinctive needs of its most complex clients.

At this critical time in the company's life cycle, Electric Lightwave needed assistance scaling its talent acquisition efforts. In addition to finding a transformative sales leader, TEG was charged with identifying and attracting high-level, consultative sales executives across Boise, Phoenix, Portland, Sacramento, Salt Lake City, Seattle, and Spokane.

# The Solution

To build momentum quickly, TEG devoted a project team of two senior recruiters, a project manager, and researchers to partner collaboratively with internal recruiting and hiring managers. Applying a depth of industry expertise, our team effectively managed the hiring process from sourcing and screening to interviewing for simultaneous candidate pipelines.

Beyond leading recruitment activities, TEG also provided strategic consultation on compensation modeling and marketing collateral, educating candidates about the new brand and promoting Electric Lightwave as a great place to work.





# The Impact

**Successfully ran eight simultaneous candidate pipelines,** leading to the hire of eight strategic sales roles and an executive placement in disparate markets.

**First hire made within 60 days of project kickoff.** Upon placing the Vice President of Sales, TEG helped build out his sales team within 6 months.

**Continued consultative relationship with the Vice President of Sales,** to track hiring success and ongoing performance as well as develop the strategy for the next phase of work.

This case study was created by TEG.  
If you have any questions or would like further information,  
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