



## Silicon Valley's top tech recruiter

Helped staff Uber, Pinterest, Bonobos

[rivierapartners.com](http://rivierapartners.com)

[@RiviTeam](https://twitter.com/RiviTeam)



**Tammy Wang**

VP of Data Science and Analytics



**Ali Behnam**

Managing Partner and Co-founder

[@Rivi\\_Ali](https://twitter.com/Rivi_Ali)



**Michael Peart**

Director of Product

### CB Insights Power Users of:

Mosaic

Deal Search

Top Search

Jobs data

Similar companies/competitor data

## How Riviera Partners, one of Silicon Valley's most tech-savvy executive search firms, employs CB Insights to source talent & clients

Using CB Insights data, Riviera Partners has refined its approach to connecting top talent with the best tech companies.

### Silicon Valley's go-to recruiters needed tools to support their work

Riviera Partners has played a role in assembling the teams of many rapid-growth, venture-backed start-ups. With their skill for matching the best Engineering, Product Development and Executive candidates with companies like Uber, Pinterest, Optimizely, Bonobos, and others, they are meeting a crucial need for talent that gives their startup tech clients a leg up in the war for talent.

Given the competitive nature of talent recruitment at both the executive and non-executive levels in Silicon Valley, Riviera was looking for an edge on two fronts:

- Identifying the best engineering and product talent for clients
- Finding prospective clients

### They wanted robust data to match clients with talent and find prospects

The Riviera Partners team experimented with solutions to support their recruitment efforts. They initially used Salesforce to build out basic lists of prospective candidates for clients, but soon realized that approach was too limited and static to assist them in meeting their clients' needs.

"Staffing tech companies is fast-paced work. For rapid-growth companies, there's a lot of urgency as they seek to fill roles," said Ali Behnam, Managing Partner and co-founder, who leads Retained Executive Searches. "We pride ourselves on our ability to generate the meaningful throughput needed to exceed the staffing needs of the growing companies in this market, and we're eager to find tools to help us make an even bigger impact."

### Riviera Partners uses CB Insights to target the right candidates at the right time

Seeking a platform that could provide dynamic, detailed data about tech companies, Riviera Partners turned to CB Insights. As the demand to consistently

---

“...we’re eager to find tools to help us make an even bigger impact”

— Ali Behnam

---

“CB Insights’ wealth of data provides us with a view into opaque private startups instantly”

— Michael Peart

---

“...we’ve been able to further advance the precision and efficiency of our platform that helps our clients find the perfect candidate”

— Tammy Wang

deliver talent to their growing client base increased, they looked to CB Insights capabilities and some recruiting savviness to investigate companies likely to have smart employees who may be amenable to exploring new opportunities.

In order to infer target outreach timing from company data, Riviera Partners now uses Deal Search to hone in on specific, potentially stagnating companies which may have talent for their clients. They find these companies based on industry, stage, geography, and funding filters. For example, they identify companies that haven’t raised a round for 2+ years, a potential signal indicating internal struggle (and who may have talented team members eager to make a move). They’ll then further refine this search based on the stage of the company, geography, and industry, i.e. if they want to identify a CTO who has experience in SaaS at a company that is mid- to later-stage.

Mosaic, CB Insights’ private company score created in partnership with the National Science Foundation, is used as a reinforcing filter to quickly gauge a company’s momentum or lack thereof.

Similarly, they also use Deal Search to view companies acquired 2+ years ago and which may have team members who’ve received their vested earn out and so, may be looking for their next opportunity at a fast-growing Riviera client. This information helps Riviera’s team to fine-tune more effective outreach strategies, resulting in higher levels of candidate responsiveness.

“CB Insights’ wealth of data provides us with a view into opaque private startups instantly,” said Michael Peart, Director of Product and one of Riviera Partners’ power users of CB Insights. “It supports us in our efforts to keep our executive search efforts as innovative and quick as the companies we’re staffing.”

## CB Insights helps them fill their prospect pipeline

CB Insights also supported Riviera Partners’ prospecting efforts, allowing the team to focus less time on researching and finding prospective clients and more time understanding these potential clients so they can have better conversations with them.

While monitoring companies already on their radar, they used Top Search, which parses through news mentions, companies, patents, and government filings to surface super-focused results about a company of interest. They found valuable information on the “Jobs” tab on a company’s profile which allowed them to view current job openings, hiring trends, and the competencies they’re hiring. Competitor or similar companies also helped give them a view for the competitive landscape of the potential client.

Armed with this info in seconds, the Riviera team has much more valuable, consultative conversations with their prospective clients.

They also use Deal Search again along with feeds and alerts to be proactively alerted to emerging companies that recently raised funding and that fit Riviera’s focus areas based on industry, venture backer and geography.

To further streamline the process of searching for candidates and prospective clients, the Riviera Partners team uses the CB Insights API which lets them pipe relevant data into their own proprietary systems and recruiting stack.

“CB Insights helps us in two of our most critical activities—finding the best talent for our clients and helping us find new clients,” according to Tammy Wang, VP of Data Science and Analytics. “With CB Insights data seamlessly integrated into our proprietary system, we’ve been able to further advance the precision and efficiency of our platform that helps our clients find the perfect candidate.”