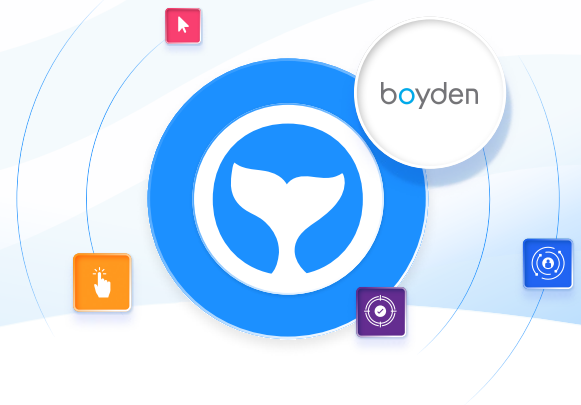


Boyden Drives Business Development with SourceWhale



Overview

Boyden is a leading global executive search firm, operating across numerous industries and geographies. Since adopting SourceWhale in 2021, the platform has played a key role in optimizing their business development efforts and enhancing their ability to nurture client relationships in a competitive market.

Rhonda Taylor, who joined Boyden as a Partner in 2024, shares her experience with SourceWhale and how it has become indispensable in her day-to-day role, allowing her to secure crucial meetings with potential clients efficiently.

Client Name: Boyden

Verticals served:

Executive Search

Headcount:

c.1,000 globally

CRM :

Invenias

Challenges Before SourceWhale

Before joining Boyden, Rhonda had experience of using outreach tools. While these tools offered some value, she commonly encountered issues with email domains being blocked, which had ramifications on productivity and brand reputation. Since using SourceWhale, these challenges have been completely resolved, allowing Rhonda to focus on business development without worrying about deliverability issues.

Solution and Adoption of SourceWhale

Boyden's proactive leadership ensures the company stays ahead in using automation and technology for recruitment. SourceWhale's adoption across the business has been strong, with both business development and candidate sourcing teams using the platform extensively.

Rhonda highlights SourceWhale's seamless integration with Boyden's CRM, Invenias. The two systems work together bidirectionally, which streamlines data management and helps her work more efficiently.

For Rhonda, SourceWhale has been crucial in cutting through the noise of traditional outreach methods, enabling her to consistently secure five extra meetings per week—a significant return on her time investment. She attributes much of this success to the multichannel approach SourceWhale offers, making it easy to engage with prospects across multiple touchpoints.

FAVORITE FEATURES

Ease of Use

Rhonda finds SourceWhale's browser extension incredibly intuitive. It's easy to navigate, personalize individual messages, and track interactions, which helps save time and increase outreach effectiveness.

Multichannel Outreach

Rhonda stresses the importance of a multichannel approach, especially when dealing with executive-level contacts. Relying solely on LinkedIn isn't effective for this demographic, and SourceWhale's ability to diversify outreach channels is a game-changer.

The Results



1 Increased Meetings

Rhonda secures around **five new meetings per week** using SourceWhale, helping her build a robust pipeline in a challenging market.

2 Improved Response Rate

SourceWhale's multichannel approach has significantly improved Rhonda's response rates, giving her the initial engagement needed to nurture relationships and turn leads into clients.

3 Seamless Integration

The smooth integration between SourceWhale and Invenias has simplified workflows and ensured consistent data sharing across platforms.

SUPPORTING GROWTH AND STRATEGY

As Boyden continues to expand and bring on new partners, Rhonda anticipates SourceWhale will remain a vital part of the firm's strategy. The platform not only supports the company's current growth trajectory but also equips them to scale faster and more efficiently. With the market becoming more challenging, tools like SourceWhale, which automate key tasks and accelerate outreach, are essential to staying competitive.

The traditional methods of executive search, such as attending events and conventions, are still important, but they're time-consuming. Rhonda finds that SourceWhale dramatically reduces this time investment, allowing her to achieve faster results and meet more decision makers in a fraction of the time it would take using traditional methods.

Looking Ahead

Looking to 2025, Rhonda sees SourceWhale continuing to play a critical role in Boyden's success. The platform's ability to adapt and scale as Boyden grows ensures that it will remain integral to both business development and candidate sourcing efforts. Rhonda firmly believes that SourceWhale's innovative approach to outreach will help Boyden stay ahead in the ever-evolving world of executive search.



RHONDA TAYLOR
PARTNER, BOYDEN

"SourceWhale enables you to find contact data for candidates or clients and structure outreach that hits them at different times, through different channels. It ultimately allows you to set your data and KPIs around the success of the tool.

In this market, that's what I need – it enables me to do more and get more meetings. Executive search is a long play compared to most other types of recruitment. SourceWhale helps me make connections, get meetings and nurture."