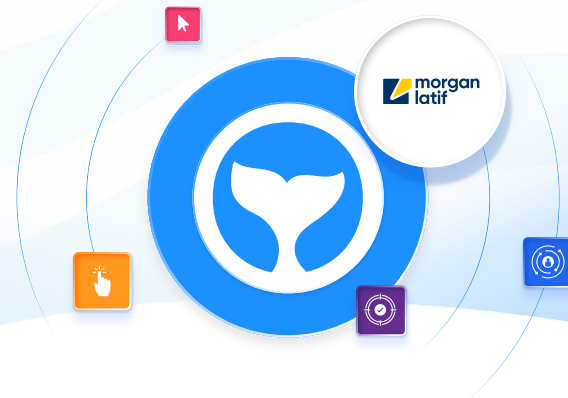# Morgan Latif Grows Revenue 40% and Cuts Ramp Time with SourceWhale

Background

Morgan Latif is a 40-person executive search firm specializing in healthcare, industrial tech, consumer goods, and packaging. Despite their industry expertise and talented team, they felt their processes and use of tech was holding their consultants' productivity back. The leadership team found themselves continually asking: "How do we increase customer and candidate conversations and get better visibility into our performance?"

Co-founder Oliver Morgan recognized that their manual outreach processes were limiting growth and extending the time it took for new consultants to generate revenue. They needed a solution that would integrate seamlessly with their existing tech stack while providing the automation and analytics to drive measurable improvement.

OBJECTIVES | **MORGAN LATIF ESTABLISHED CLEAR OBJECTIVES FOR AN INVESTMENT IN TECHNOLOGY:**

1 Accelerate revenue growth through increased quality conversations and get clear visibility of performance

2 Enable multi-channel outreach - Create a seamless workflow connecting Vincere, LinkedIn, and email communications

3 Build a competitive advantage in recruiting top consultants to their team and reduce time-to-billing for new consultants

SourceWhale Implementation and Adoption

Understanding the transformative potential of SourceWhale, Oliver personally conducts training sessions with each new team member to ensure proper utilization of the platform. The intuitive design of SourceWhale eliminated the adoption challenges they had experienced with previous technology implementations.

"I still sit down with everyone who joins and personally make sure they're trained on SourceWhale because I know the impact it can have," explains Morgan. This hands-on approach, combined with SourceWhale's user-friendly interface, has resulted in exceptionally high adoption rates across the organization.

Key Benefits:

1 Enhanced productivity

Automated multi-channel outreach boosts consultant efficiency, and SourceWhale's to-do list helps them focus on high-value activities.

2 Improved data quality

Automatic database updates and background data refreshing ensure accurate information.

3 Performance visibility

Real-time metrics provide the leadership team with actionable insights to drive improvement.

4 Competitor differentiation

Technology attracts experienced consultants and unifies email, phone, video, and content for a seamless candidate and client experience.

The Results

Nearly two years into their SourceWhale implementation, Morgan Latif has experienced tangible business impact:

Drive Revenue Growth
Morgan Latif have achieved 40% year-on-year revenue growth in two consecutive years through winning more business and search assignments.

Accelerate Time-to-Productivity
New consultants self-generate revenue in half the time, thanks to SourceWhale's streamlined onboarding and processes.

Expand Use Cases
The team now use the platform for candidate speccing, business development, meeting coordination, event management, and marketing content distribution.

Attract Top Talent
Morgan Latif highlight their use of SourceWhale as a differentiator when recruiting experienced consultants.

Increase Engagement
There has been a significant uplift in both client meetings and candidate conversations, driving more opportunities.

> SourceWhale has definitely helped us grow revenue over the last two years. The interface and workflow on the tool are really intuitive and our adoption rate is very high. It's a fantastic tool – it's like having a virtual assistant in many ways. It makes your life easier, gives you more visibility and transparency. It's really a one-stop shop to make you a better recruiter.

OLIVER MORGAN
CO-FOUNDER/DIRECTOR, MORGAN LATIF

Ready to revolutionize your recruitment agency's outreach and business development?

Explore how SourceWhale can help your team achieve similar success.

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