

VC-backed Health Tech

CLIENT SNAPSHOT

Series A Health Tech Company

\$10m

in ARR

50

Employees



Julia and the Launchwell team quickly became far more than a recruiting partner - they've been instrumental in how we've scaled our People function. They operate as a true extension of our team, and the impact on our hiring quality, speed, and overall structure has been significant.."

— Co-Founder, CAO

Situation

New CTO & CPO — Transition to product-led org

Day 1 Gap — No HR Leadership

Limited Budget — Financially constrained environment

RISKS

- Inability to attract senior technical leadership
- Slowed product roadmap due to hiring gaps
- Misaligned compensation and title structure
- Founder bandwidth stretched across recruiting + operations

LaunchWell Engagement



Fractional Director of People

Talent & HR



Founder & CAO Partnership

Organization design, prioritization, and sequencing



Full-Cycle Recruiting

Owned the entire hiring lifecycle from sourcing to offer



Led Design

Company-wide job architecture and compensation philosophy

Results



Scaled Headcount

By 20% across product, engineering, and sales in 12 mos



100% offer Acceptance Rate



Implemented organizational leveling framework

Rationalizing & aligning roles company-wide



Established compensation structure

Improving alignment to market rates & pay equity visibility



Built structured hiring engine

Without adding permanent HR headcount