

GTM Gender Diversity Report

UK/EU Edition

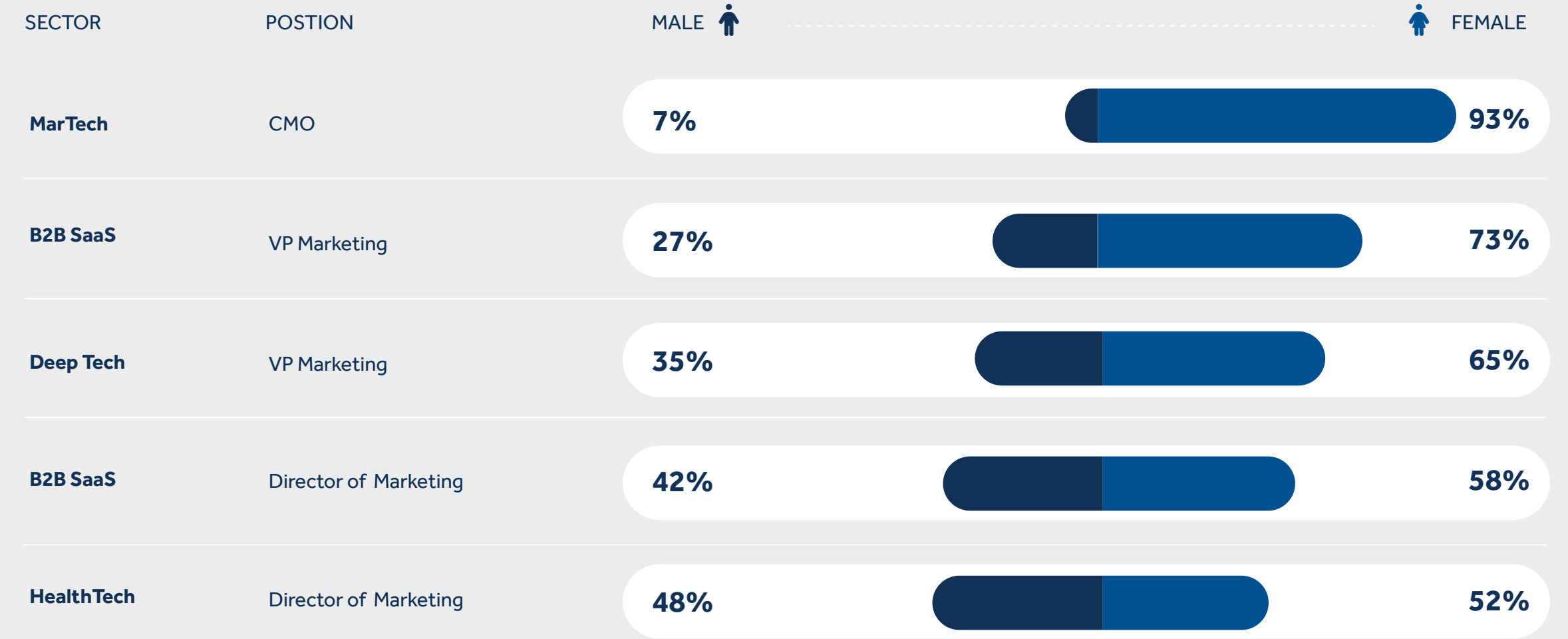
In past 12 months, Zeren leadership searches have revealed noticeable patterns in qualified talent across different our GTM functions.

Sales roles had a lower percentage of female candidates available, ranging from 10% to 37%. Customer success and marketing positions exhibited a higher representation of women, ranging from 44% to 93%. While female candidates were especially well-represented in leadership roles within customer success and marketing.

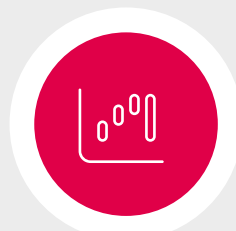
These observations reinforce the significance of advancing diversity and inclusion in executive recruitment and the need for focused efforts to ensure a well-balanced candidate pool.



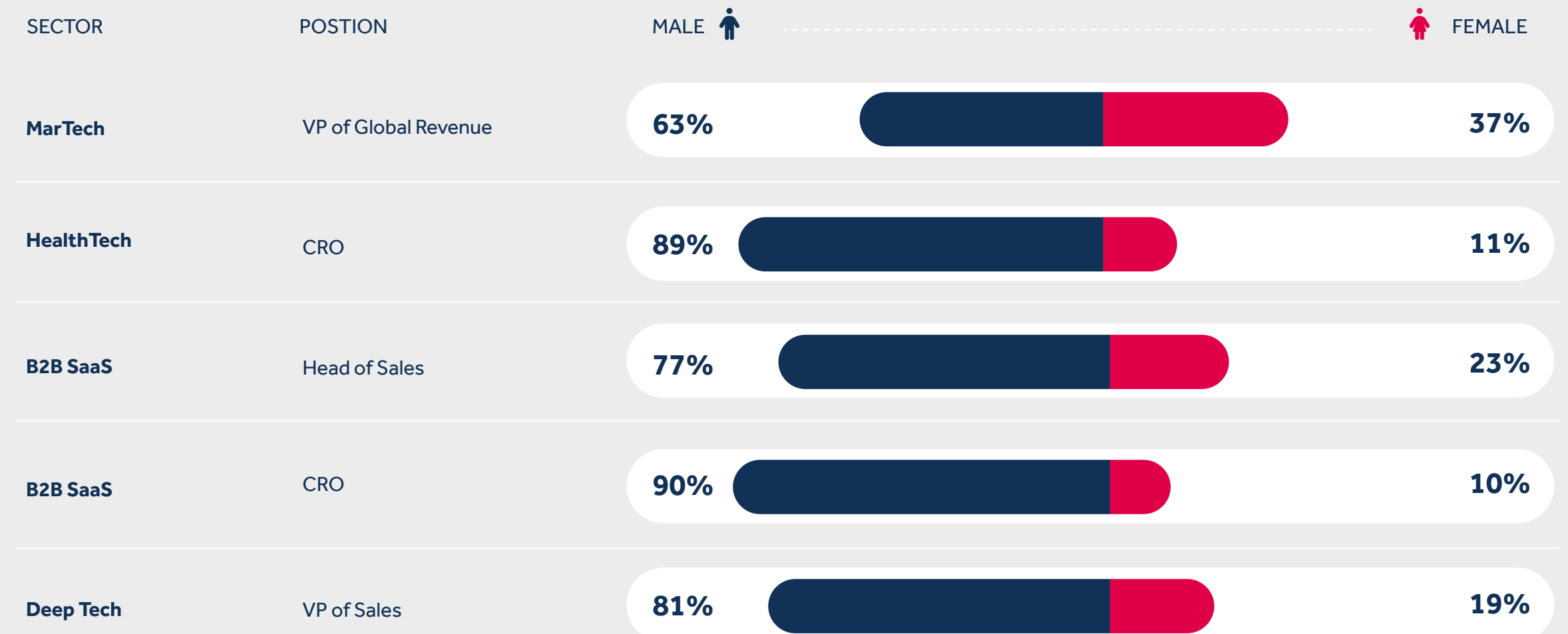
MARKETING



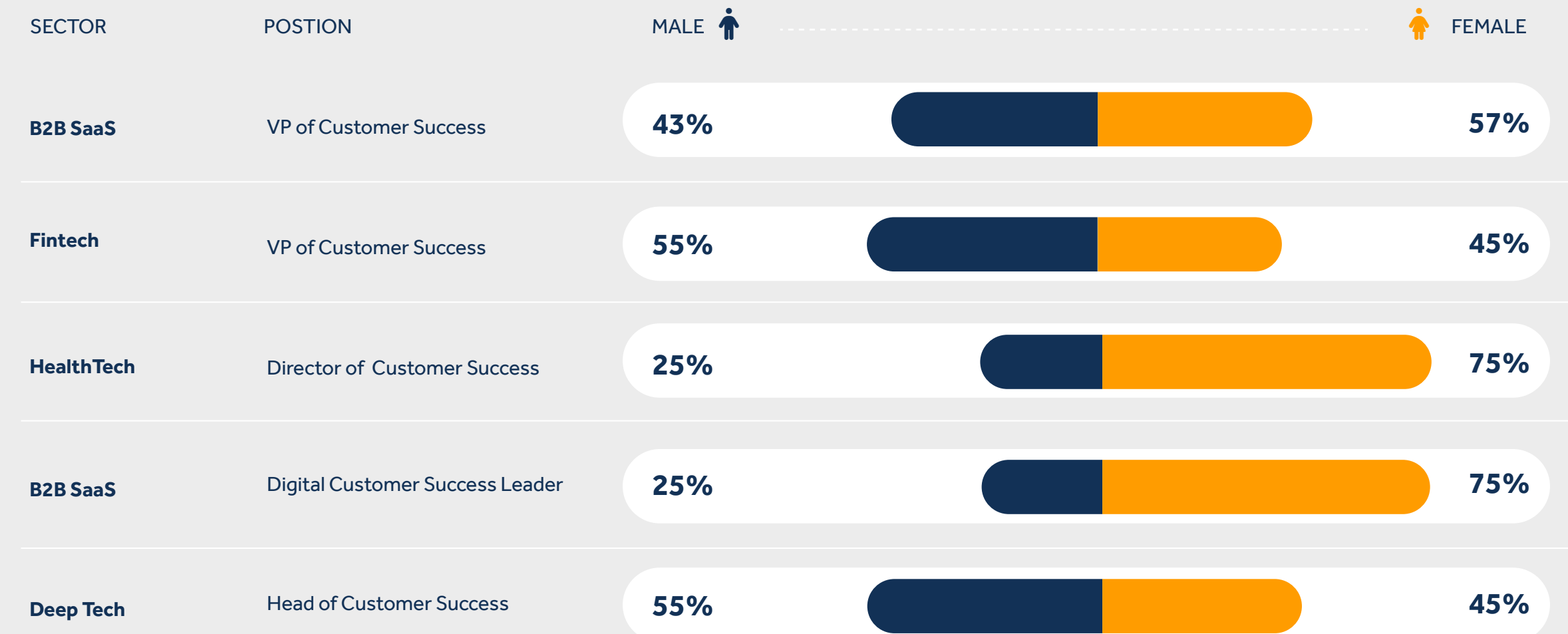
Below is evidence validating Zeren's recent live searches by job title for companies across a range of technology sectors, encompassing various funding stages.



SALES



CUSTOMER SUCCESS



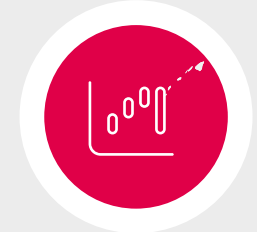
Talent Insights UK



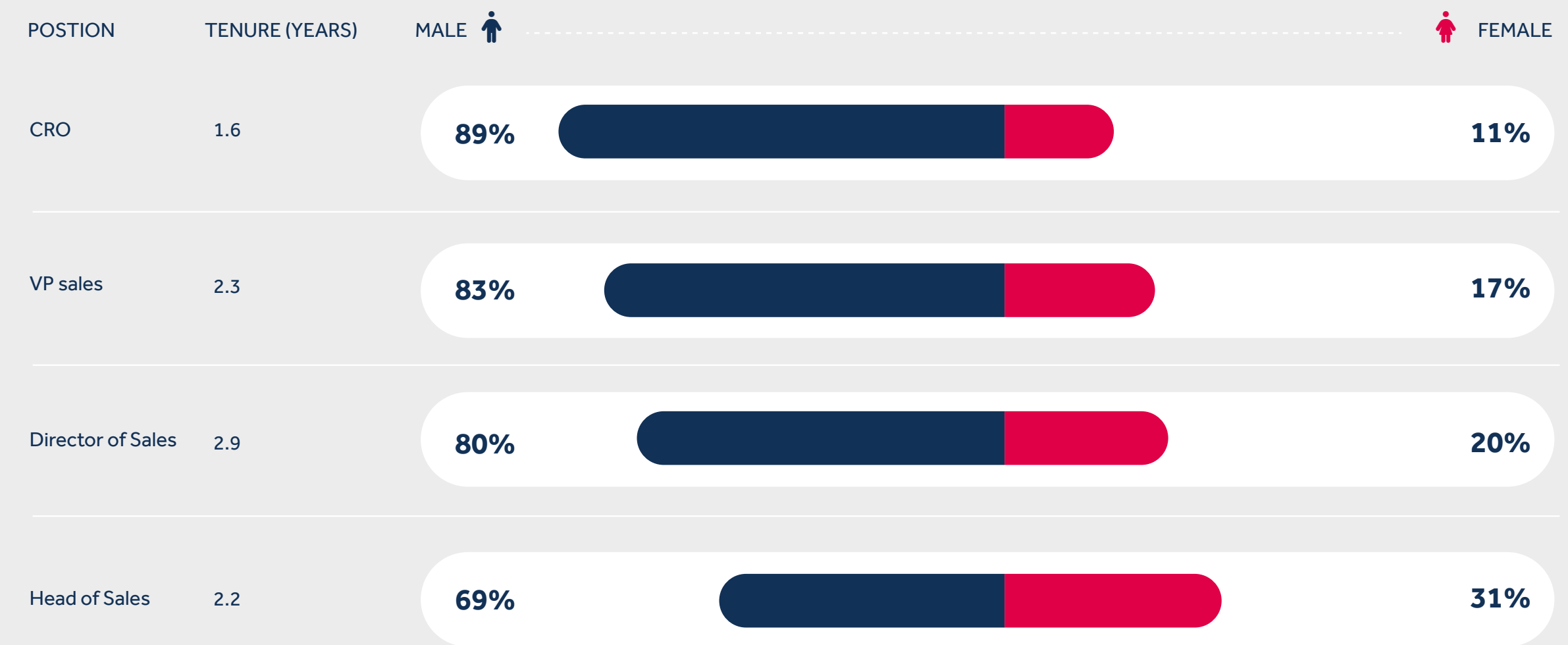
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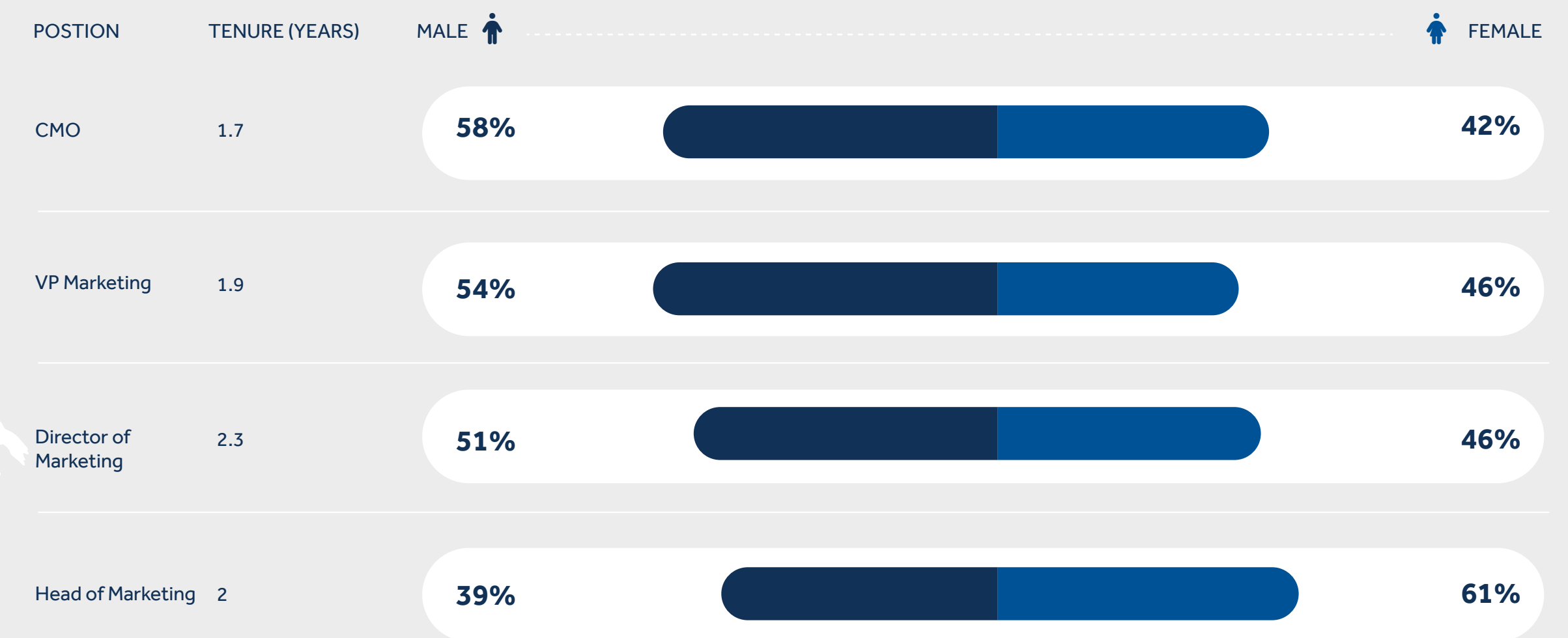
LinkedIn Talent Insights



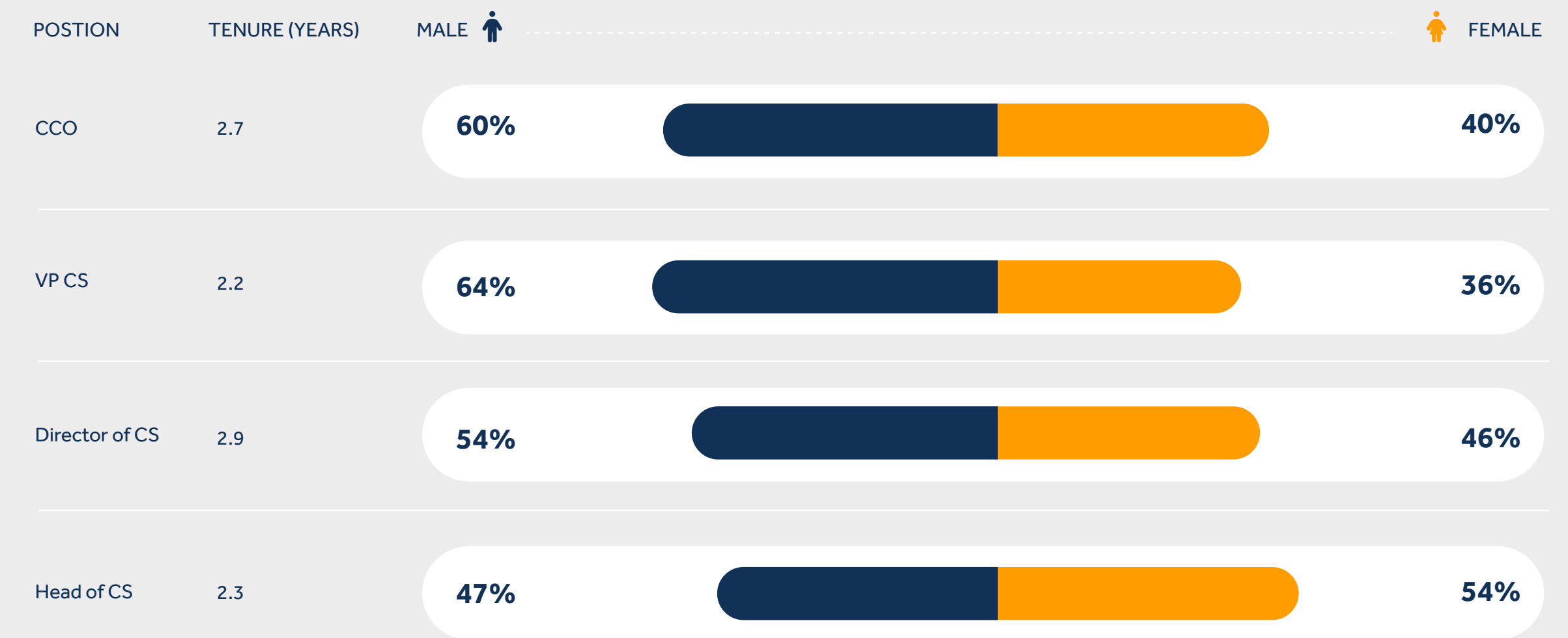
SALES



MARKETING



CUSTOMER SUCCESS



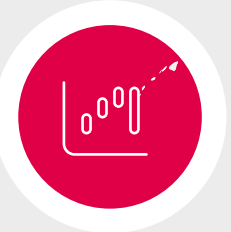
Talent Insights DACH



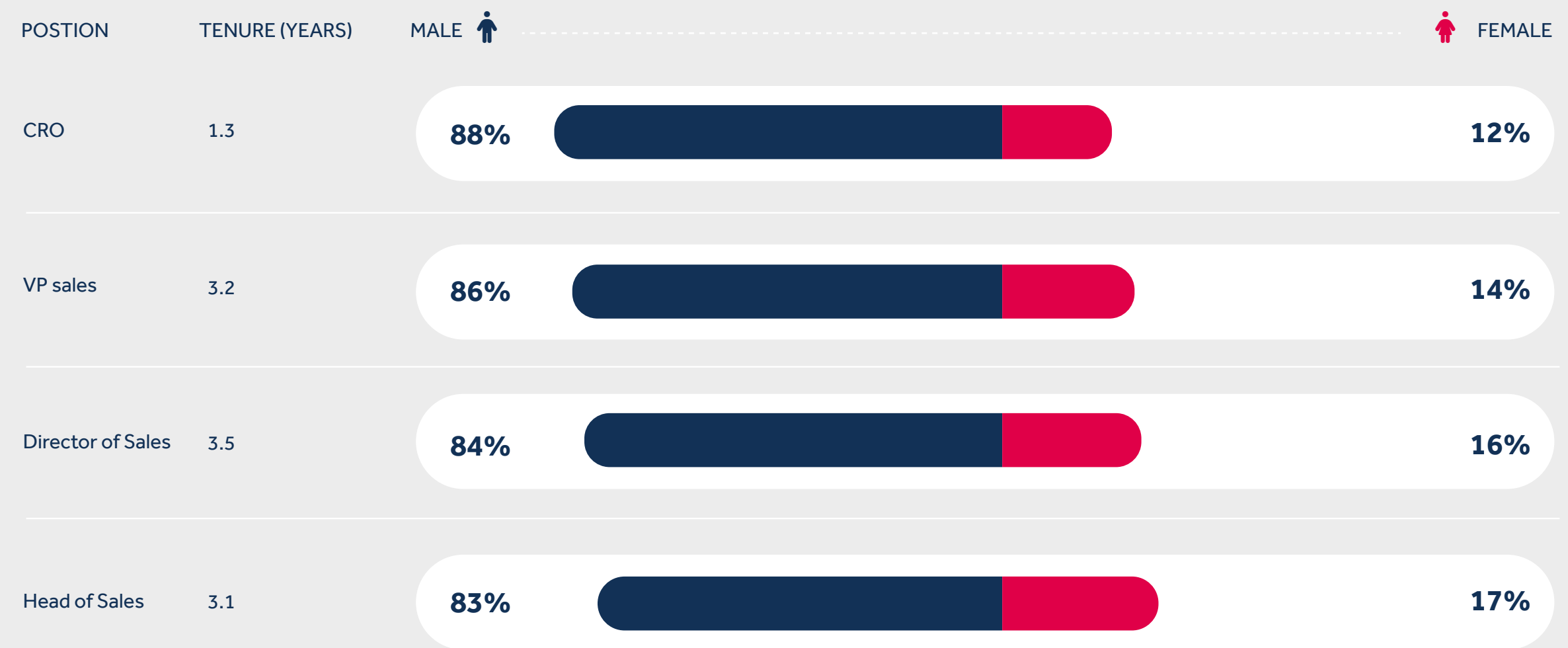
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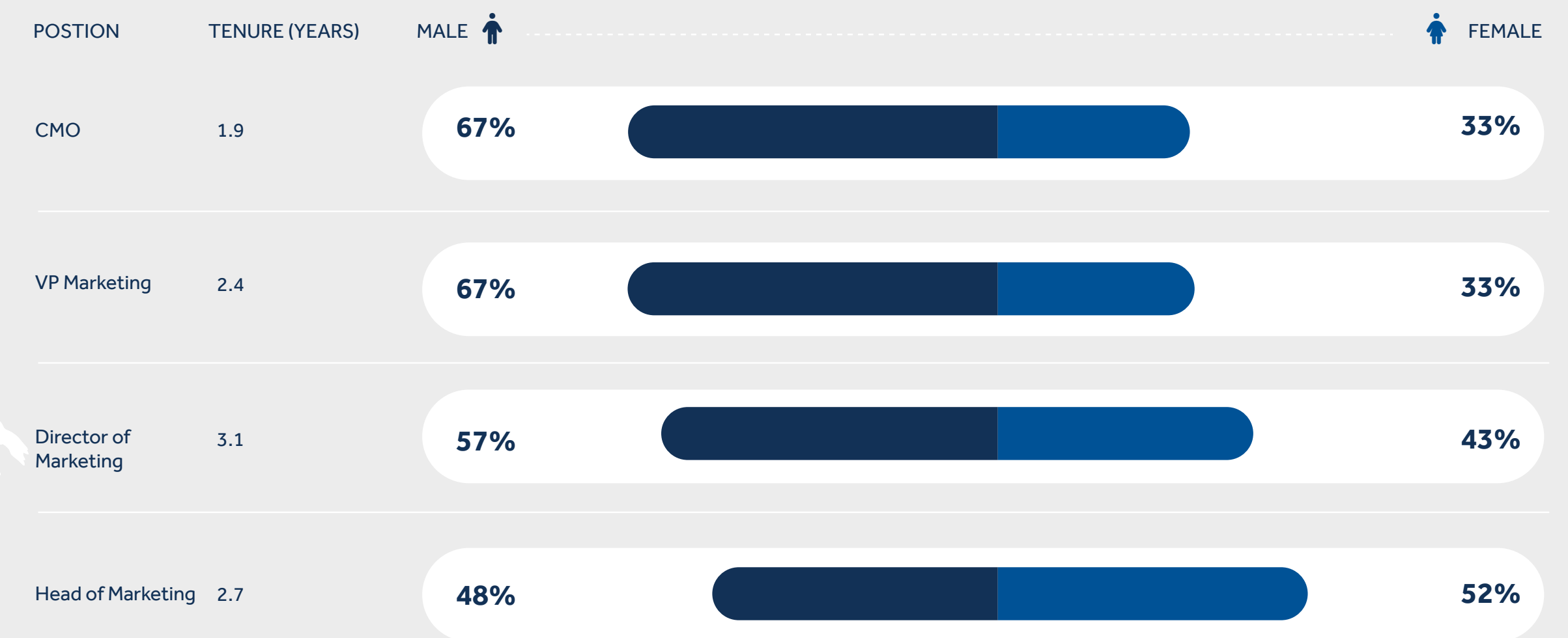
LinkedIn Talent Insights



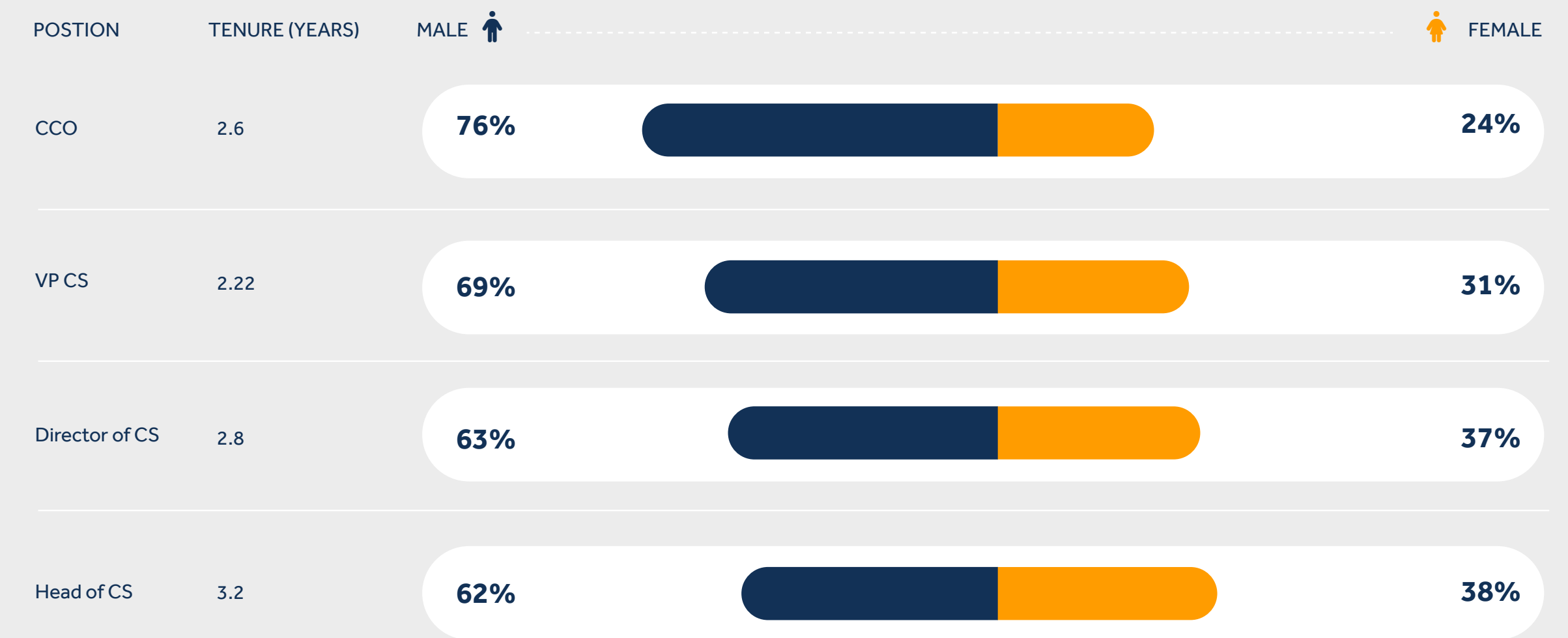
SALES



MARKETING



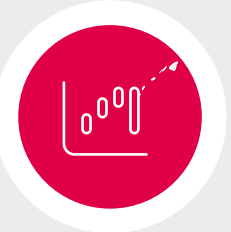
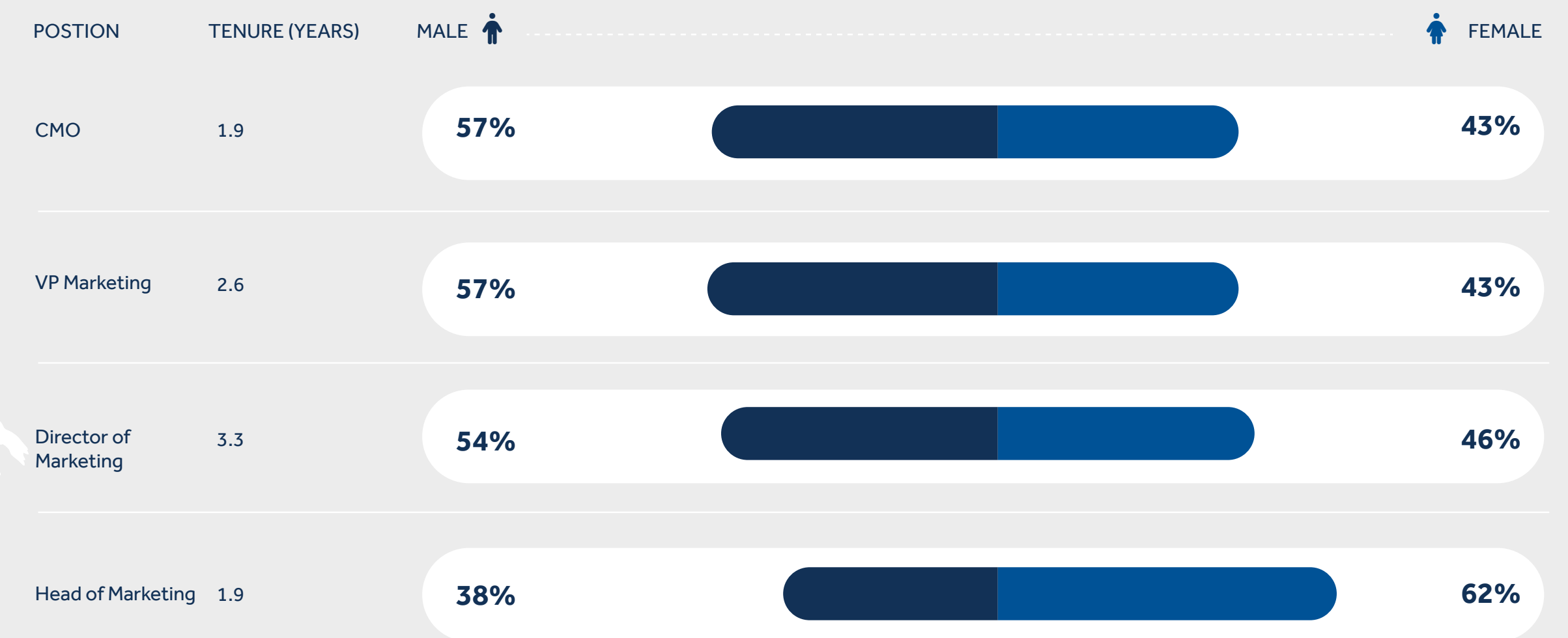
CUSTOMER SUCCESS



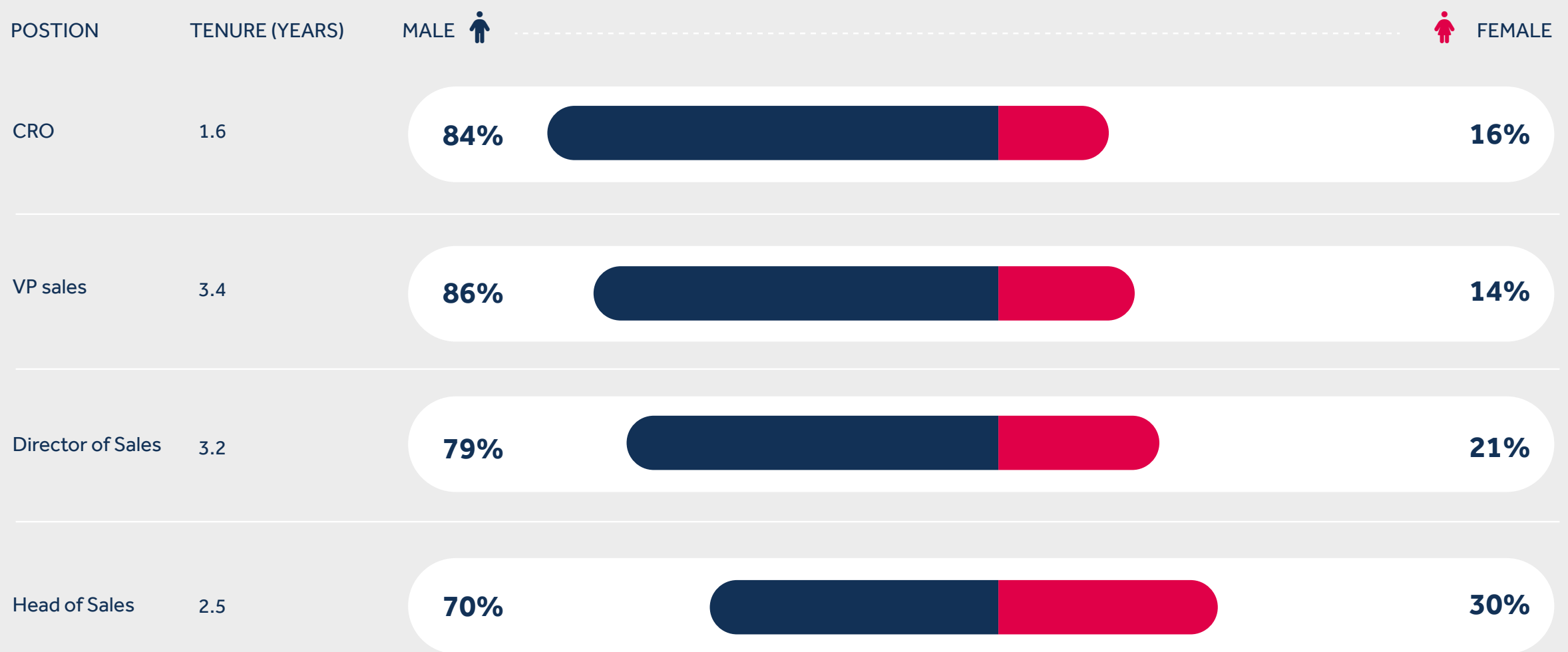
Talent Insights Nordics



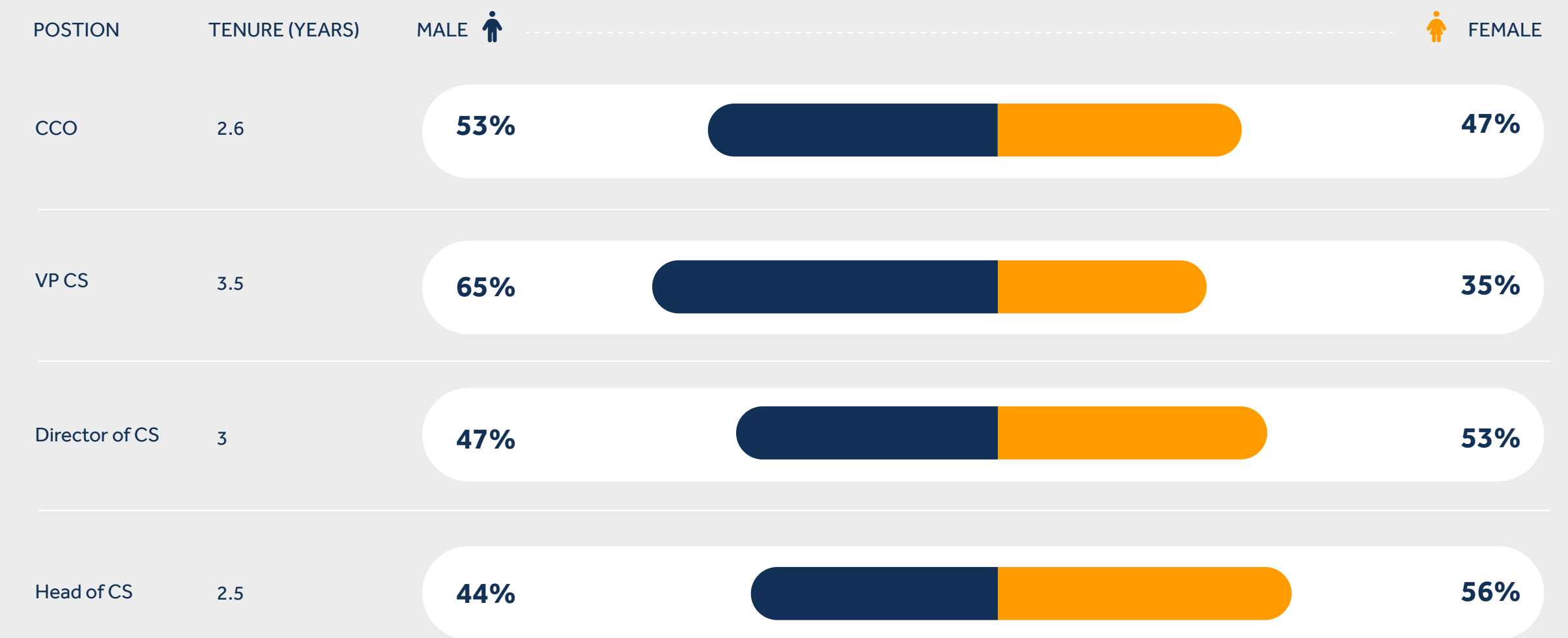
MARKETING



SALES



CUSTOMER SUCCESS



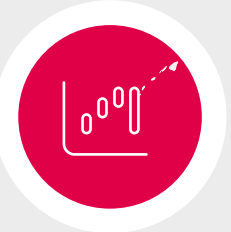
Talent Insights Benelux



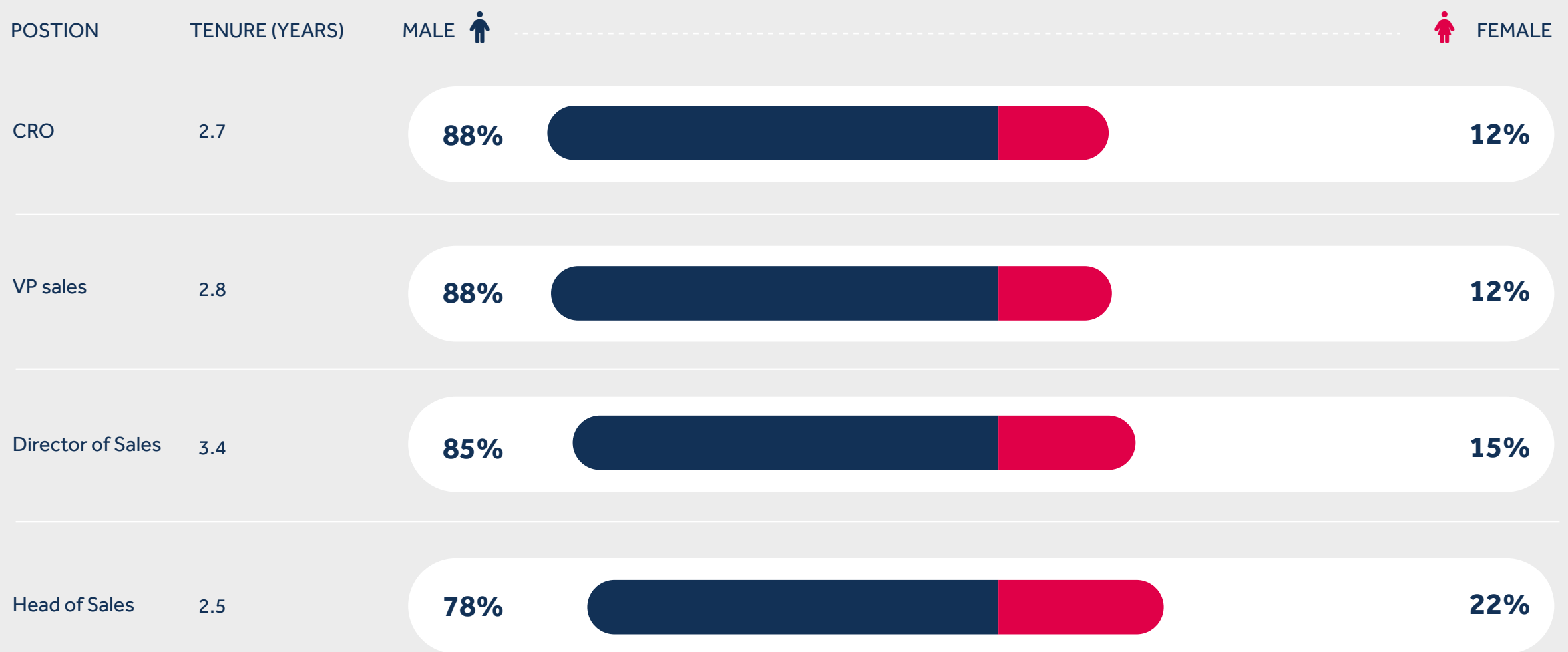
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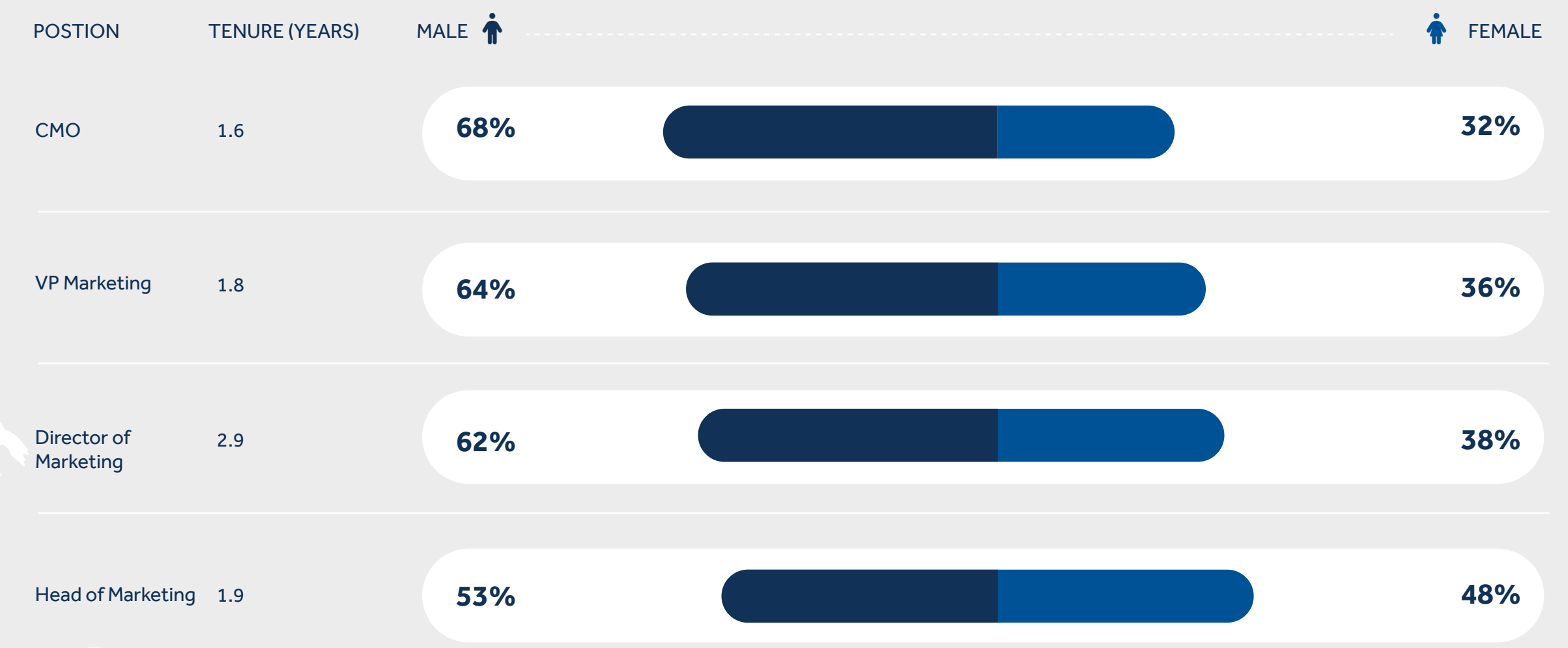
LinkedIn Talent Insights



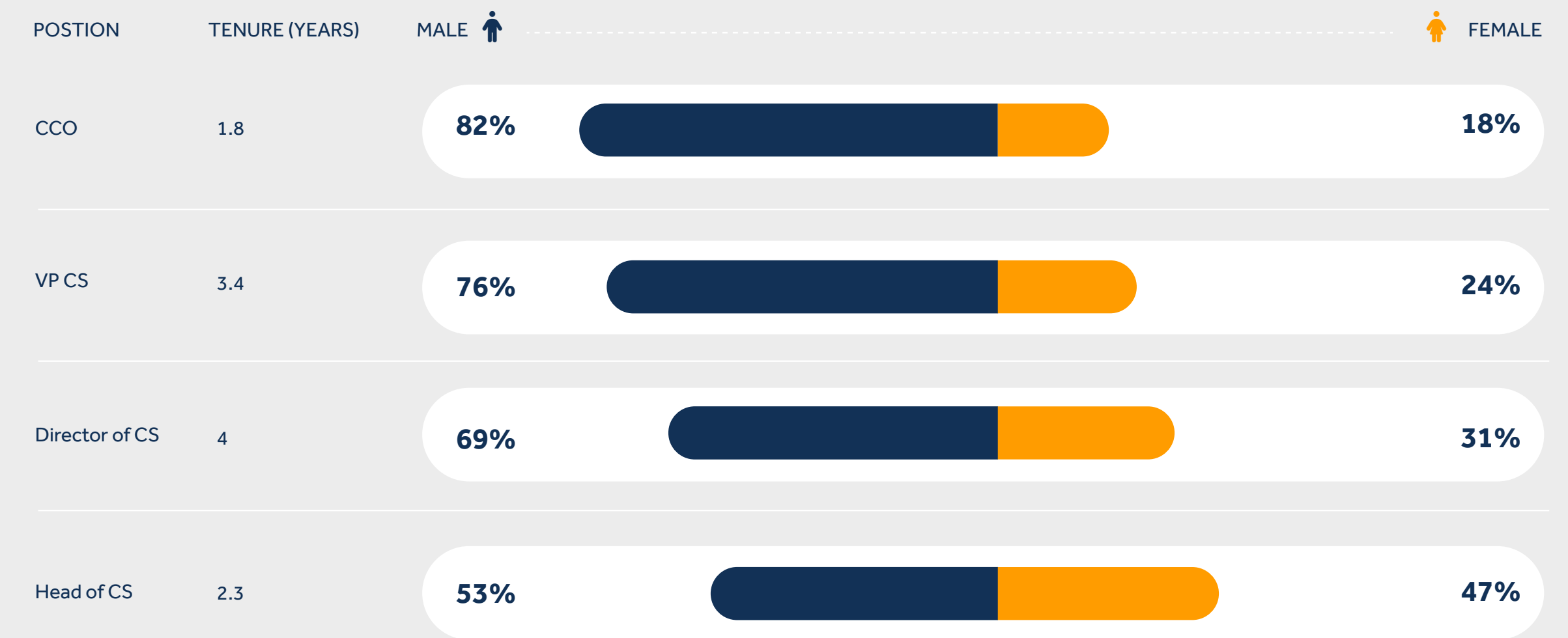
SALES



MARKETING



CUSTOMER SUCCESS



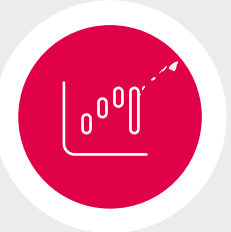
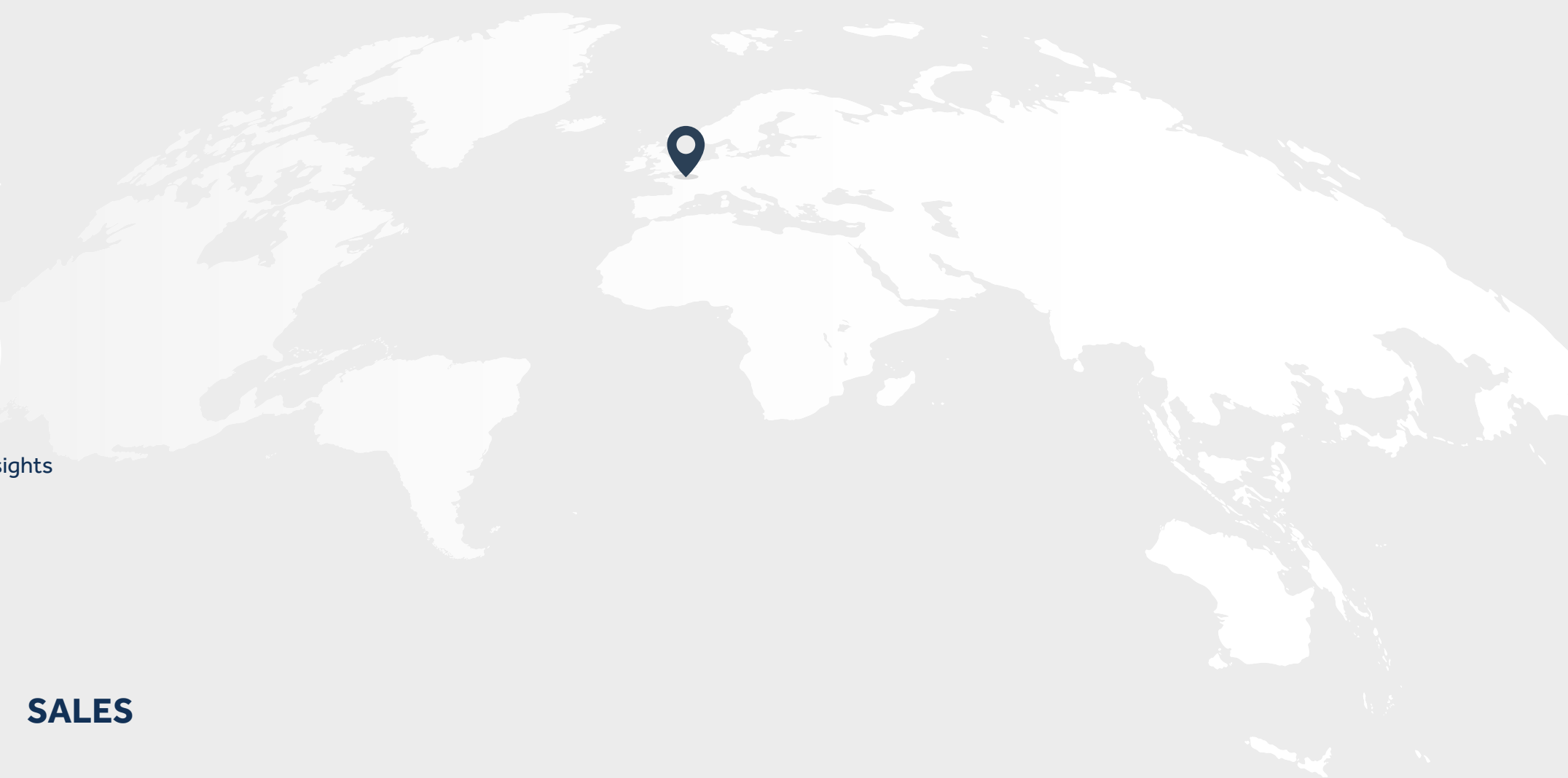
Talent Insights France



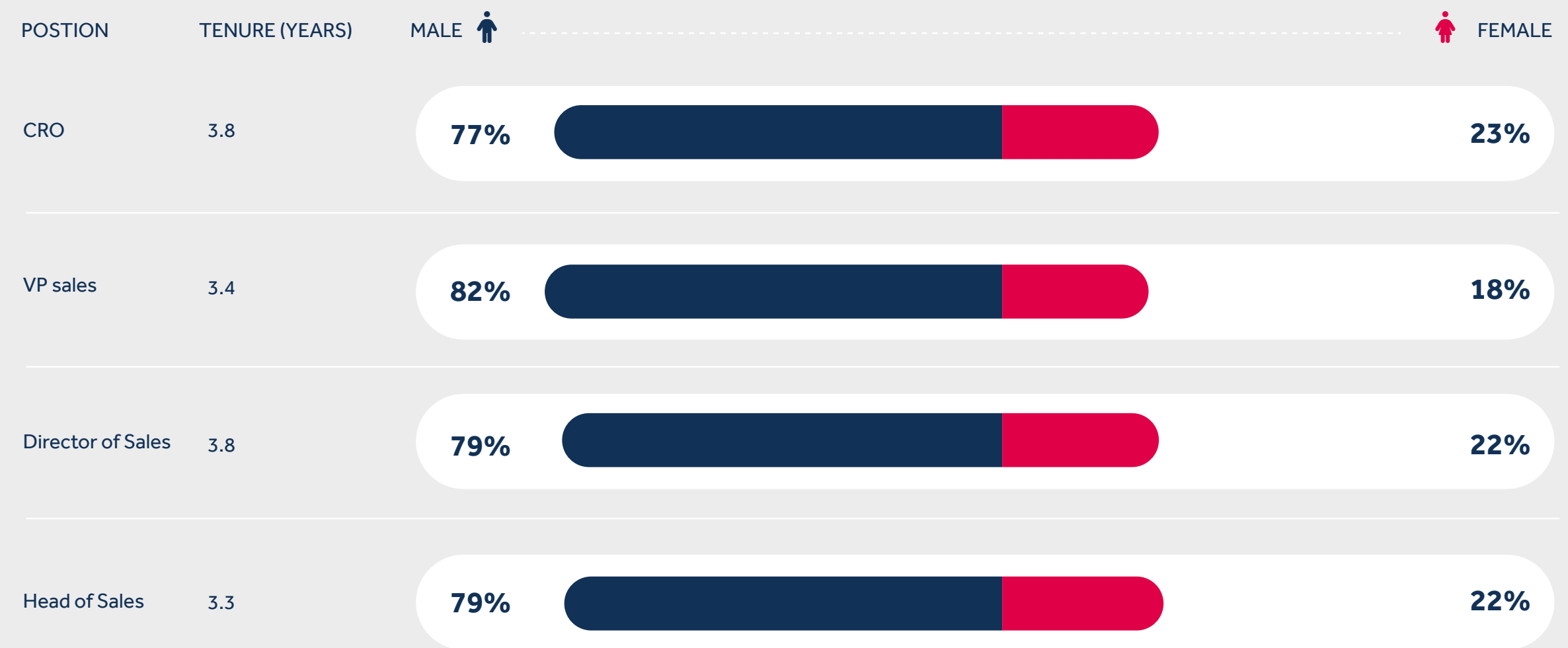
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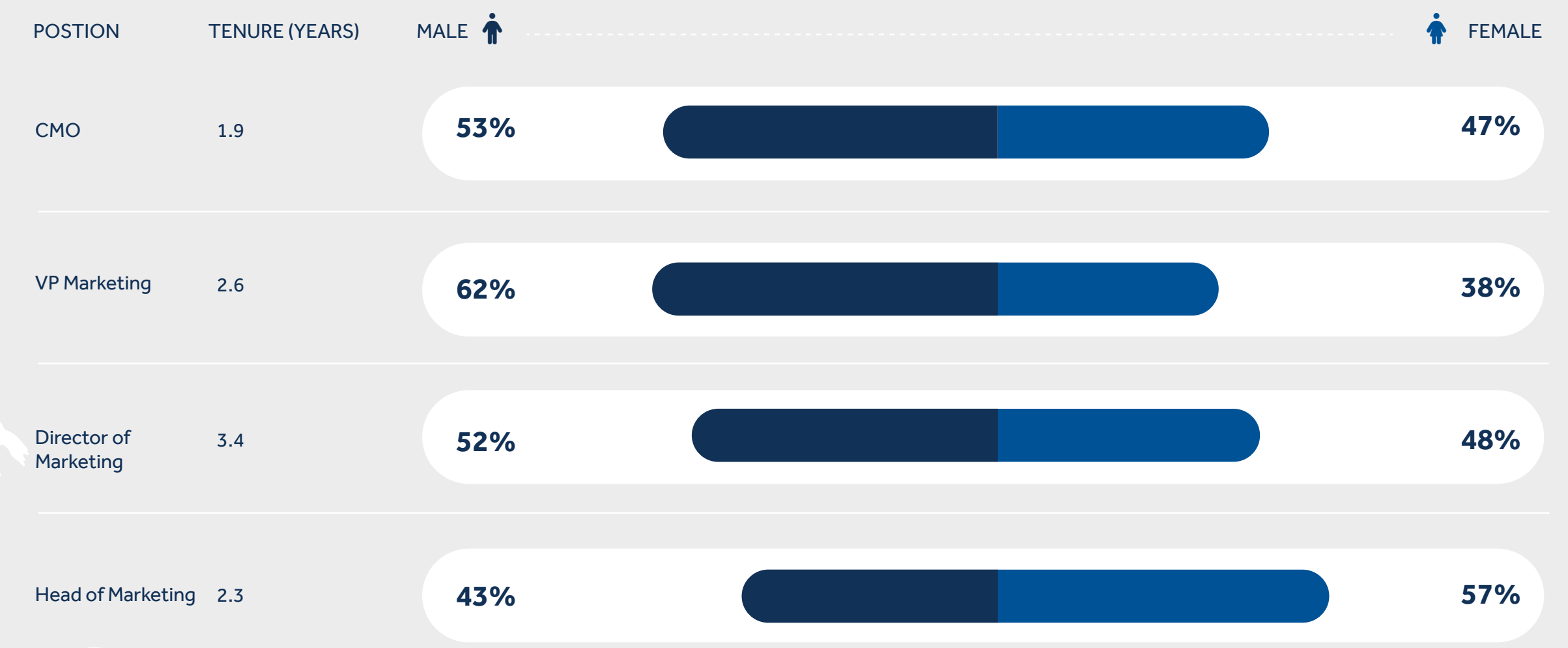
LinkedIn Talent Insights



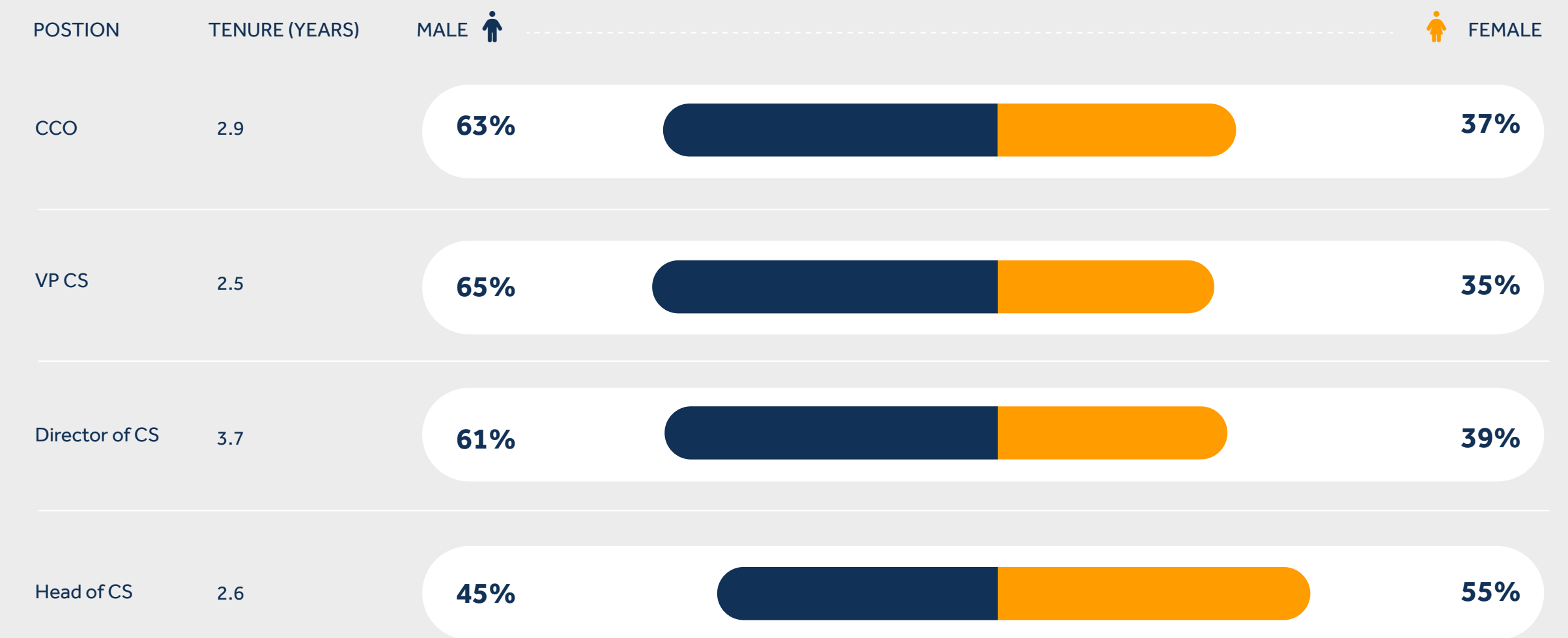
SALES



MARKETING

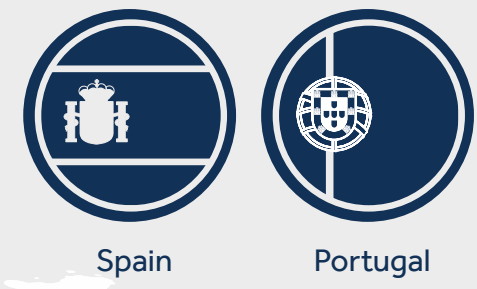


CUSTOMER SUCCESS



Talent Insights

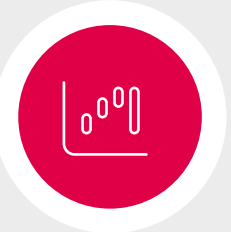
Portugal/Spain



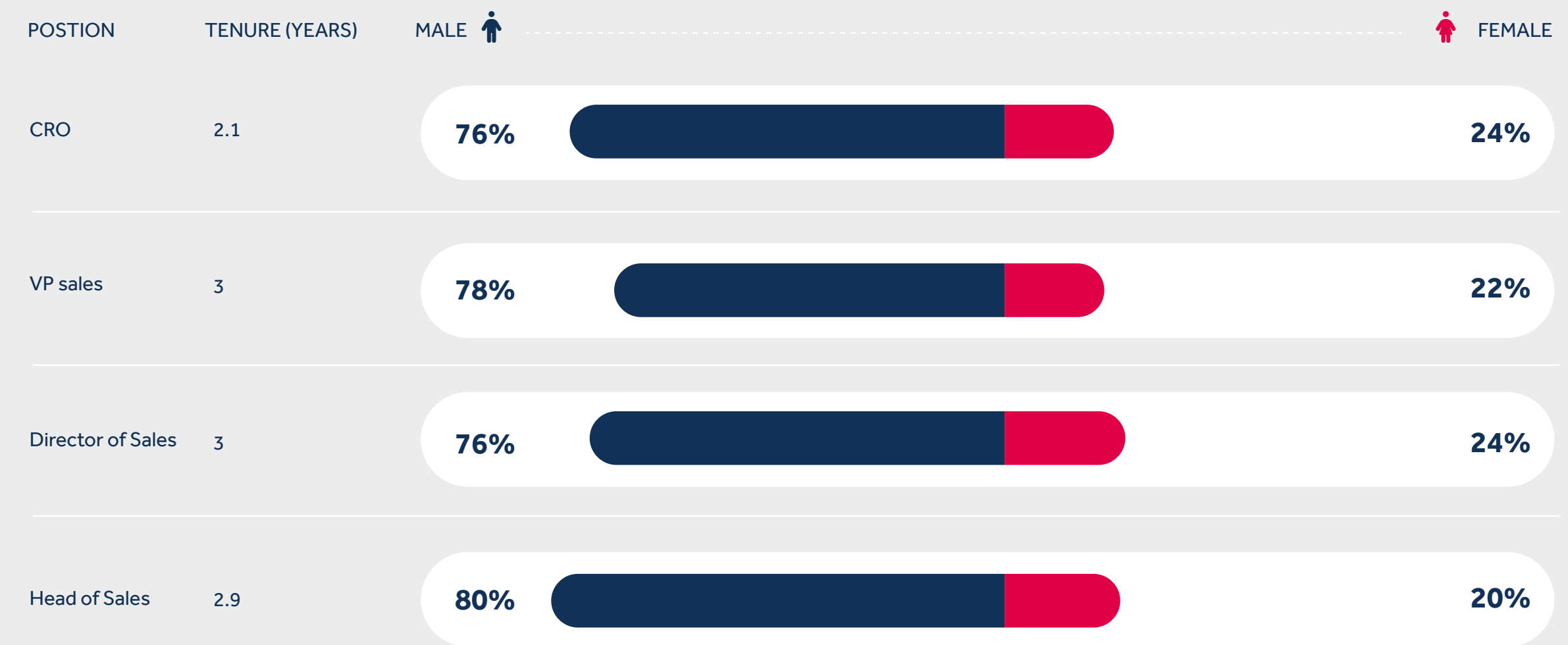
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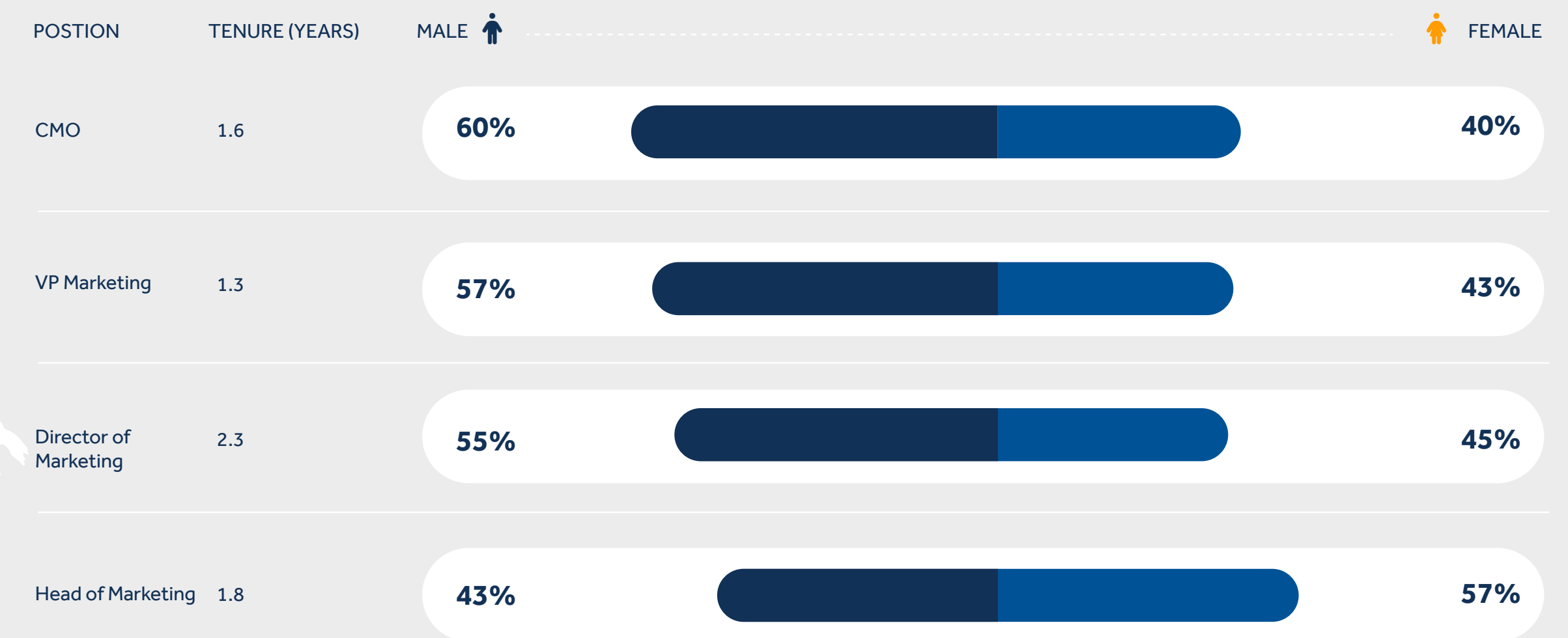
LinkedIn Talent Insights



SALES



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CUSTOMER SUCCESS

