



PEAK CASE STUDY: VITRALOGY

Peak supports Vitralogy in building a strategic sales team through targeted hiring

Overview

Situation:

Vitralogy needed to strengthen its sales function to support growth across regulated industries after traditional hiring methods failed to deliver qualified sales talent.

Solution:

Vitralogy partnered with Peak Sales Recruiting to execute a targeted, sales-focused search, leveraging proactive headhunting and hands-on process management.

Result:

Peak and Vitralogy secured high-quality sales hires, reduced internal hiring friction, and established a trusted recruiting partnership to support future sales hiring needs.

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Peak solves a real-world problem that most companies underestimate until they experience it firsthand.

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Joseph McEvoy
Chief Technology Officer
Vitralogy

Situation

Vitralogy is a technology company serving organizations that operate critical facilities, including data centers, telecom providers, healthcare systems, and commercial real estate environments. Their platform helps teams digitize inspections, standardize operational processes, and maintain compliance in high-risk, highly regulated settings where accuracy and accountability are essential.

As Vitralogy continued to grow across these industries, leadership identified the need to build out a stronger sales function to support expansion. While the company had previously been successful with hiring early-career operational roles, sales hiring proved to be significantly more complex.

Initial efforts relied on job boards and a generalist recruiter. These approaches generated high candidate volume but poor alignment, resulting in repeated interviews that did not lead to hires and consumed valuable leadership time.

With clear criteria in mind and limited internal capacity to manage the process, Vitralogy partnered with Peak Sales Recruiting to identify, vet, and engage candidates capable of selling into complex, regulated environments.

Solution

Vitralogy partnered with Peak Sales Recruiting to lead a focused search for experienced sales professionals capable of selling into high-risk and highly structured environments. From the outset, Peak worked closely with Vitralogy's leadership team to align on ideal candidate profiles and the specific competencies required to support growth across multiple industries.

“Peak drove the process forward, challenged us when we slowed things down, and made sure both sides delivered. Without that structure, the process would have stalled.”



JOSEPH MCEVOY
Chief Technology
Officer

Rather than relying on inbound applicants, Peak proactively engaged passive sales talent who were not actively seeking new roles but closely matched Vitralogy's needs. Candidates were thoroughly vetted for sales strategy, problem-solving ability, and fit within a growing organization.

Throughout the process, Peak managed communication, scheduling, and follow-ups, ensuring momentum was maintained on both sides. This approach prevented delays, kept candidates engaged, and allowed Vitralogy's leadership to stay focused on running the business.

Results

Vitralogy successfully hired sales professionals who demonstrated a strategic and thoughtful approach to selling. Rather than relying on generic outreach tactics, new hires showed an ability to tailor sales strategies to individual accounts and execute in Vitralogy's market with intention.

Beyond the individual hires, the partnership delivered broader operational value. By outsourcing candidate sourcing, screening, and coordination, Vitralogy reduced internal workload and avoided repeated mis-hires. Leadership gained confidence in the hiring process and clarity around what strong sales talent looks like at their stage of growth.

Peak's structured approach and willingness to apply appropriate pressure ensured progress without unnecessary friction. As Vitralogy continues to grow, the company views Peak as a trusted partner capable of supporting future sales hiring needs.



Sales hires
aligned to
complex
markets



Trusted
recruiting
partnership
established

Questions? Call us at [+1.800.964.0946](tel:+18009640946)