

fast track to the top

In Search of the Best

Kristin Vose of Treeline

2004: Hired as a recruiter for Treeline, a sales-specific executive search firm headquartered in Wakefield, Massachusetts.

2005: Named Salesperson of the Year. Promoted to division manager.

What she does: Vose leads a team of eight recruiters and also sells into companies in the healthcare, medical, biopharmaceutical, and biotech industries.

Target prospects: VPs, managers, and HR professionals who need help hiring sales reps.

Before she started in sales: Vose worked in sales and business development for a broadcast advertising firm in Boston. “[The job] sounded sexy, and the company was great, but it was kind of like watching paint dry. I would literally sit and watch commercials be edited and entertain the client, go get them sushi and coffee. I needed something more dynamic.”

Biggest challenge: “Finding the right people for my team. It’s crazy that our challenge is often the same challenge that our clients face.”

Managing a team at age 30: “If I do a good job, if I lead by example, if I’m honest and open with my team, then they could be 25 years old, they could be 55 years old. It’s irrelevant. It’s just about treating them with respect and dignity and knowing, in myself, that I’m secure and know what I’m talking about.”

Special talents: Vose has taken voice lessons since age 13 and still



performs at weddings (and once, on request, at a sales conference). “I think selling is about taking risks and pushing and challenging yourself.

But it’s also about getting exposure, getting out there. I have been a performer, a singer, and an actor my whole life, and that’s helped me in not having the fear of getting up in front of others and taking risks.”

Leadership lessons: “Much of what I’ve learned about leadership has been from Dan Fantasia [founder of Treeline]. It’s funny, I met him and had no idea that he was the owner of the company. He doesn’t make it about him. You know, it’s not ‘Fantasia Recruiting.’”

Sales success and girl power: “One of the things I love about my job as a recruiter and as a sales manager is helping other women find their voice and strength. I meet some pretty fantastic women, and I’m just blown away by them.”

Current challenge: “I’m looking to bring on a new recruiter now, and then one every quarter this year. This company, I feel, changed my life and pushed me out of my comfort zone and has helped me take my career to a new level. So I’m looking for someone with that same yearning, that same eagerness to become the best they can be. Because this is definitely the place to do it.”

Favorite karaoke songs: Bonnie Raitt’s “Something to Talk About,” and “(Sitting On) the Dock of the Bay” by Otis Redding. — LISA GSCHWANDTNER

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