



Faster, Cost-Effective Hiring: How Madrona Ventures Used SeekOut Spot's Agentic AI to Fill a Unique Role

AI agents are the latest innovation from generative AI, able to amplify human potential by fully performing time-consuming, tedious tasks and tapping into data sources in new and creative ways. Using SeekOut Spot's agentic AI recruiting solution, Madrona Venture Group hired a highly specialized data scientist role in record time, at low cost.



Madrona

About

Madrona Venture Group is an early-stage Seattle-based venture capital (VC) firm investing in AI and a broad technology portfolio. When they needed to fill a unique data scientist role, they chose SeekOut Spot's fast, targeted solution over a traditional recruiting agency.

Objectives

1. **Quickly fill a "needle-in-a-haystack" role.** Identify a candidate with full data stack expertise and VC experience—all within a short timeline that overlaps with the end-of-year holidays.
2. **Leave no stone unturned to find the best fit.** Cast a wide net of passive candidates to uncover talent with the experience needed, interest in VC work, and target salary requirements.
3. **Ideally, find someone quickly before investing in a search firm.**

Highlights

Accelerated time-to-hire. Madrona filled the role in only six weeks during a busy holiday season.

Accessed untapped, high-caliber talent. The final candidates weren't actively seeking roles and would not have been found through traditional search.

Simplified process for hiring manager. SeekOut Spot surfaced only top-tier candidates vetted against a human-approved rubric.

“We had to move quickly, and the candidate pool for a data scientist who can work in a venture environment is incredibly small. It took about six weeks from job description to hire, which is about as fast as you can go unless you’re hiring someone in your network.”

—Ted Kummert, Venture Partner

The challenge

Hiring a data scientist with a venture capital background posed unique challenges for Madrona. “**We don’t have a strong referral network for such candidates,**” said Venture Partner Ted Kummert.

Madrona sought a rare candidate experience among the large pool of available data scientists. With mounting business priorities for the year ahead, they faced added pressure to find a solution quickly.

The solution

Madrona could have tapped a boutique executive search firm or tried to manage the search in-house, but neither option felt right for this role. Instead, they chose Spot, SeekOut’s agentic AI recruiting service. Spot is AI-driven and human-supervised, delivering quality and speed at low cost.

1. High-quality candidates through a rigorous framework

- **Top-tier rubric.** A human Spot recruiter worked with Madrona for a short period to create and finalize a “what good looks like” rubric that Spot’s AI agents used in the search. “**I was impressed with the role spec that came out of the intake,**” shared Talent Director Shannon Anderson. “**You can’t find great candidates unless you have a great role spec.**”
- **Heavy-lifting search powered by AI.** AI agents evaluated thousands of profiles against the established rubric, leveraging semantic analysis, salary research, and career trajectory signals to identify top candidates.
- **Highly targeted candidate engagement.** Spot crafted personalized candidate messages to highlight growth opportunities and role alignment, ensuring genuine interest from highly motivated top-tier talent.

2. Relevant candidates within a week

The Spot Talent Advisor and the Madrona hiring manager carried out every uniquely human task, such as defining the rubric and conducting interviews. Spot’s AI agents handled the time-intensive processes of sourcing, scoring, and outreach. This seamless collaboration between humans and AI allowed Madrona to receive a stream of relevant candidates within a week of kickoff and secured a hire only five weeks later.

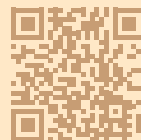
3. Qualified candidates for half the price

Spot’s AI agents take on tedious processes without compromising on quality, allowing the Spot recruiter to focus only on essential human tasks. These efficiencies reduce hiring costs by over 50%. “**Spot empowers me to conduct wider and more comprehensive research than any tool I’ve used before,**” said SeekOut Spot Principal Talent Advisor Elsa Moreno. “**I’m uncovering the full addressable market for any given role.**”

The value of SeekOut Spot

Spot delivered high-quality, interested candidates in a fraction of the time that hiring managers are usually dealing with for new or existing roles.

Spot also provided unexpected value to Madrona in a few ways. The Spot platform gave Madrona the flexibility to repeatedly produce a broad, diverse mix of finalists. “**We could adapt our criteria to reshape our funnel on the fly,**” shared Ted. “**That’s unique to a technology-based approach.**” In addition, Spot gave Madrona a competitive advantage by finding candidates who were not actively looking for a new role. “**SeekOut went after people who weren’t getting competitive offers,**” explained Shannon. “**We moved quickly and had the opportunity to get them before anyone else.**”



Ready to transform your hiring? [Request a demo](#) to see how SeekOut Spot uncovers top-tier talent fast at a fraction of the cost.

