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Acertitude Recruits Chief Revenue Officer for PE-Backed Digital Retail Platform Bamboo Rose

New sales leader will scale world-class, global sales organization to meet strategic growth objectives

NEW YORK (Nov 6, 2018) — Acertitude, the executive search firm unleashing human potential globally, has recruited Shaun Bossons as chief revenue officer of Bamboo Rose, the multi-enterprise platform connecting the retail community to discover, develop, and deliver products at digital speed. The company is backed by private equity investment firm McCarthy Capital.

Mr. Bossons joins Bamboo Rose as the company continues expanding its global footprint and product and services portfolio to meet increasing demand for retail innovation. In 2018 alone, [the company increased revenue by 56% and its workforce by more than 20%](#). As chief revenue officer, Bossons will continue to drive strategic growth across North America, EMEA, and Asia, reporting directly to Chief Executive Officer Sue Welch.

“We’re building a team of the best and brightest to take on the toughest challenges facing the retail industry,” said Welch. “Acertitude found us an all-star in record time. Shaun is a great leader with a strong track-record of designing go-to-market strategies and delivering on them successfully by building and motivating teams.”

Bossons joins Bamboo Rose from his prior role as chief revenue officer for Trace One, a collaborative retail business network for Private Label management. Here, he focused on

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global business development, strategic account planning, and key sales messaging and delivery. Bossons previously held executive-level sales roles at several other retail-focused software companies.

The search was led by Acertitude Managing Director Nate DaPore and Partner Vicki Devlin, who advised Welch and leaders at McCarthy Capital. Bossons quickly rose to the top of the candidate slate, recruited in only 74 days.

“The digital retail space is in a state of disruption,” said DaPore. “Shaun is a top leader with a strong commercial background, capable of capitalizing on the opportunities linked to this transformative age. We look forward to seeing him make an impact as a member of the leadership team and are proud to support the Bamboo Rose journey.”



About Acertitude

Acertitude is the executive search firm unleashing human potential globally. The firm builds close client partnerships and drives an agile process to connect organizations with brilliant people at work. Acertitude serves the global executive search market across the consumer, financial, healthcare and life sciences, industrial, private equity, professional services, and technology industries. To learn more about how Acertitude places brilliant people at work, visit www.acertitude.com.