

RHEON LABS



**[UPSCALE
PARTNERS]**

Case study



Chief Commercial
Officer

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Company	RHEON Labs
Stage	Series A
Activity	Materials Technology; Sports Equipment + Apparel
Role	Chief Commercial Officer

RHEON Labs is a highly innovative, fast-growing materials technology startup commercialising a pioneering, energy-absorbing super-polymer with origins at NASA.

The business partners with global sports brands to develop game-changing, performance-enhancing products that have been seen on the world’s biggest stage. For example, RHEON collaborated with adidas on Team GB’s sprint suits at the Paris 2024 Olympics.



Background

Having established a successful commercial platform, RHEON Labs was ready to build on this and accelerate revenue growth. As such, the business sought our help in finding an exceptional Chief Commercial Officer dedicated to driving sales by maximising existing relationships and building a long-term pipeline.

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The Search

We were looking for a **particularly rare skillset**. RHEON Labs wanted a proven commercial leader with a track record of delivering sustainable revenue growth through selling technical solutions to major sports brands.

It was important that this individual had a **technology-led background and a strong understanding of the dynamics of selling from a small company to a much larger one**.

This was a challenging requirement, as there are relatively few companies in the high-performance materials space where this combination of skills can be found.

It was, therefore, **imperative that we left no stone unturned** to ensure we were exhaustive in building our candidate long-list.

Our research involved scouring the **supplier lists of all the big sports brands**, as well as the exhibitors and attendees of relevant industry events. Furthermore, **we extended our search into Europe** to truly maximise the talent pool.

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Shortlist + Appointment

This strategy proved successful, and we were delighted to submit **a shortlist of five exceptional commercial leaders**, each with the experience and track record sought by RHEON Labs.

The appointed candidate was **David Hart**, who joined from Matmarket – a manufacturer of leading-edge materials and components for high-performance apparel. **He brings a wealth of experience as a sports industry specialist**, with a successful track record in product management and commercial strategy.

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GET IN TOUCH

If you'd like to learn more about the work we've done for our clients, or if there's something we can help you with, we'd love to hear from you!

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