

HOW SHIFT GROUP TALENT IS POWERING WINMO'S GROWTH

A SEAMLESS FIT

When Winmo began hiring candidates through Shift Group, it didn't take long for people across the company to take notice.

"Departments were coming to me asking, 'Who are these great folks you're bringing in?' It was an easy introduction to Shift Group. They've made our life very, very easy", said Bo Sams, Senior Director of Sales at Winmo.

What made these hires stand out wasn't just their talent; it was their mindset. They showed up eager to learn, jumped into Slack huddles, found internal mentors, and immersed themselves in the company's culture from day one.

"They didn't wait to be told what to do. They were in learning mode immediately, not just from me, but from teammates, peers, anyone they could grow from," he explained.

BUILT FOR REMOTE SUCCESS

In a fully remote company, collaboration is a muscle, not a luxury. Shift Group candidates flex that muscle every day.

"These folks are constantly on huddles with each other, asking questions, learning, getting better. It's not just top-down learning, it's peer-to-peer," Sams emphasized.

That mindset has translated into real relationships and tight-knit team dynamics, even from a distance.

"We've built real relationships beyond just work," Sams said. "It's great being their leader and mentor professionally, but outside of work, I genuinely enjoy spending time with them. That connection translates into stronger collaboration and a better culture overall."

ABOUT WINMO

Winmo is a sales intelligence platform with a serious mission: to help users win more business with advertisers and agencies.

As a personalized new business resource, Winmo brings way more than just contacts to the table. From reliable decision-maker information to accurate sales predictions, Winmo streamlines the sales process and drives more profitable connections by giving sales professionals the competitive advantage to win more in an ever-changing market.



FAST PROMOTIONS, REAL RESULTS

Shift Group candidates don't just fill seats, they raise the bar. Several have already been promoted from BDR to AE roles within months of joining.

According to Sams,

"We set expectations around a 6-8 month ramp from BDR to AE. Every Shift Group hire has hit that mark or exceeded it. One of them was Rookie of the Year after only a few months."



**BDR's placed by Shift
promoted to AE in just
9 months**



**Shift Group placement
named Winmo
Rookie of the Year**



**Shift Group placement
leading the team in
sales activity**

One of those standout performers is Alex Mohr, a former collegiate hockey player who joined Winmo after working four jobs post-transition out of sports.

"I used to look at my resume and feel a little bit of embarrassment," Alex shared. "It wasn't until I found Shift Group that my whole perspective changed. They helped me land a role that thrives on the attributes of an athlete, being coachable, resilient, and disciplined."

The combination of coachability, competitiveness, and ownership is what fuels their quick growth. They see a path, and they take it.

Sams noted, "They come in and say, 'I see what works, I see who's doing well, what do I need to do to get there?' And then they go do it."



MORE THAN A CULTURE FIT: THEY'RE CULTURE DRIVERS

These candidates don't treat themselves like outsiders or new hires. They jump into team meetings, ask thoughtful questions, and contribute across departments.

"We want a culture where everyone's voice matters and Shift Group hires live that out," said Sams. "They speak up. They care. They show up like owners."

By consistently delivering and collaborating, these hires have helped shape the culture at Winmo into one of shared accountability, learning, and high standards.

WHAT SETS THEM APART

It's not about checking boxes or having prior SaaS experience. It's about attitude, drive, and the ability to compete like a professional.

Sam's shared,



"I've hired folks with zero tech sales experience, former police officers, healthcare workers, and athletes. What matters to me is: Are you coachable? Are you hungry? Do you want to win?"

Shift Group candidates treat sales like a sport. They train. They ask questions. They improve. That's why their ramp times are fast and why their ceilings are high.

"They've brought urgency, self-awareness, and a true team-first mentality," he said. "They're not just succeeding, they're making everyone around them better."



EXPANDING THE IMPACT

The results at Winmo spoke for themselves. So much so that the company decided to extend the partnership beyond its core sales team, hiring a Shift Group candidate to join Catapult, one of Winmo's subsidiary companies.

That level of confidence reflects what happens when the right people are placed in the right environment: trust grows, results compound, and the relationship evolves from transactional to strategic.

SUMMARY:

At Winmo, Shift Group candidates haven't just filled roles; they've redefined what success looks like in a high-performance, remote-first sales environment. Backed by sports and service backgrounds, these individuals bring grit, coachability, and a team-first mindset that accelerates ramp times and elevates culture.

As Bo Sams, Senior Director of Sales, puts it: ***"They don't wait to be told what to do, they take ownership, ask the right questions, and make everyone around them better."***

For companies building elite teams from the ground up, Shift Group delivers the kind of talent that doesn't just keep up, they lead.

In Collaboration With:



Bo Sams
Director of Sales
Winmo

*To learn more about
Winmo visit:
<https://www.winmo.com/>*

