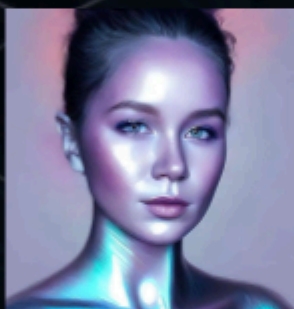


diffusetap
Virtual Event Series

How to Hire In a Crypto Bull Market

Guest Speakers:



Emily Landon
Founder
The Crypto Recruiters



Trevor Talley
Strategic Partnerships
The Crypto Recruiters

Hosts:



Kenny Estes
CEO & Founder
Diffuse



Ayla Kremb
COO & Co-Founder
Diffuse



DiffuseTap: How to Hire In a Crypto Bull Market

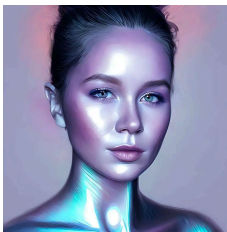
Last time on DiffuseTap, Emily Landon and Trevor Talley of The Crypto Recruiters, talked to us about why some crypto startups avoid hiring people from traditional finance, why recruiters choose to hire currently employed talent over those unemployed, and why most employees barely last a year working for any given crypto company.

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DiffuseTap

This networking session is part of our weekly virtual events series. Networking (you'll bump into at least a dozen high caliber fund managers) meets purposeful (you'll tap into brand-new sources of ideas)... straight from your armchair like a boss.

Meet the Speakers



EMILY LANDON is a recruitment expert with almost a decade of experience scouting for talent in the tech industry. She is the Founder of [The Crypto Recruiters](#), a pioneering, woman-owned recruitment firm in emerging tech spaces such as crypto, blockchain, Web3, and fintech.

Linkedin: [@thecryptorecruiter](#)



TREVOR TALLEY is the Director of Strategic Partnerships for The Crypto Recruiters. He is responsible for developing and fostering partnerships with key industry professionals to ensure that clients have access to the greatest people, minds, and resources available.

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About Diffuse

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KENNY ESTES: Today's speakers, with their amazingly AI-generated photos, are Emily Landon and Trevor Talley. Emily, do you want to tell the good folks a bit about your background and what you're up to over at The Crypto Recruiters? And then, turn it over to Trevor.

EMILY LANDON: Well, thank you. Hi guys, my name is Emily Landon. Everybody calls me "the crypto recruiter". I have been in this space for the last four years. We are the first woman-owned crypto recruiting firm in the world. We are one of the original top five, and we're ranked number one in the US to help people find crypto jobs. I help my clients staff their teams, and I advise different companies on hiring trends. We also offer HR services. We come in and stand up HR departments. That's a little bit about us.

My background is in financial services. I came from companies like Discover and AmEx, so it was a very natural transition for me into the crypto space. I founded Land On Top, which is the parent company to The Crypto Recruiters. We have a team of 20, and we are rockin' and rollin'.

KENNY: "Land On Top", your last name being LAND-on. I just got that. That's brilliant. Trevor, over to you, and thank you both for coming. Could you tell the good talks a bit about yourself?

TREVOR TALLEY: Yes. I've been with The Crypto Recruiters for a little bit over two and a half years. I have a recruiting background. I've been doing it for over a decade in some capacity, working more for healthcare, biotech, pharmaceuticals, and then working in this industry as well too. I really love the ability to connect with all sorts of different people.

As Emily mentioned, we work with different clients and help them scale their organization. But we also help people that are looking to make that transition from more traditional organizations as well that want to be in blockchain, crypto, and web3.

My title is the Director of Strategic Partnerships. I focus on that primarily. I still do some business development, and I focus on a lot of educational and in-person events and networking, and being able to teach people as much as we possibly can. That's why we're pleased to be here today.

KENNY: Amazing. Thank you both for coming. Emily, first question for you, and we'll make it topical. Bitcoin hit new highs overnight, which is super exciting for us. I primarily blame BlackRock for that development, and I'm seeing more and more institutions piling into this space. How are you seeing that play out from a recruiting lens?

EMILY: Oh, absolutely. Institutions are 100% entering the space, and they're hiring like crazy. I think a lot of them are quietly hiring because they are not necessarily announcing that they're getting into it right this second. We're seeing a lot of institutions that are starting that process. They're building up the teams,



and we're seeing an incredible influx in hiring, which is great because there are a lot of people with an institutional background that crypto startups are not necessarily interested in.

Crypto startups are concerned that people that come from an enterprise background move slowly, which is not necessarily true. That's just the opinion that they have. So, when institutions start to get into this space, it opens up the candidate network. More people are able to get into crypto.

KENNY: More people are able to get into crypto. Are you actually seeing that because institutions are doing more of it, you're seeing a lot spin out because they're too slow, and the market pool is just getting bigger and bigger?

EMILY: We just see that crypto startups have a stigma against people that come from these large enterprises. I work with a lot of candidates, and my clients completely shut down those applications because they need someone that is fast paced. For example, JP Morgan and Onyx. I have a plethora of candidates that come from Onyx, and my startups just aren't necessarily interested.

Now that institutions are coming in, they are going to be interested in the candidates that come from Onyx. It just allows us to place more candidates in the space. That has just been a big objection that we have from our startups. Not everyone, but a lot of them.

KENNY: I get it. They're trying to uproot the system, so they don't necessarily want to hire them in. I get the argument. Trevor, anything you want to add on that topic?

TREVOR: Definitely. To add on to that, these larger traditional firms or organizations, like Onyx as one example, or Fidelity Digital Assets, there are so many of these organizations that have been around for quite some time. And behind the scenes, they were doing a lot of work when it comes to blockchain and using that technology. But in the public, that was not as obvious or transparent.

A lot of these organizations are starting to make their intentions known now publicly. Even though people like Emily and I have known that this has been going on behind the scenes for three or four years now. It's actually coming out to light. That's giving us an opportunity to work with different clients and to grow, and bring on new business.

But it also gives an opportunity for people that may have been traditionally shut out because they did not have 5 to 10 years of experience with Blockchain, or web3, or crypto. Now they're starting to let people in who at least have a baseline knowledge. Those that are passionate are looking to take the bull by the horns, if you will, and be very entrepreneurial within a more traditional established business, if that makes sense.



KENNY: It does. And I'll comment that somebody with 10 years of experience in blockchain hopefully isn't looking for a job at this point. Emily, when we did our prep call, you came up with this concept of active versus passive talent, and how you view that in your recruiting process. Do you want to opine on that a little bit?

EMILY: Yeah. Active talent are those looking for new jobs, actively. Passive talent are those that are just open to new opportunities. They're just casually exploring the market. A lot of times, our clients are looking for passive candidates. Here's the thing, we're dealing with human psychology when someone is hiring. We're dealing with the impression that the hiring manager is getting.

I'm not saying this is true, but I'm just relaying the information from my clients. When we do come across an applicant that is actively searching, the thought in the back of their mind is, well, why are they looking for a new job. That automatically raises red flags. And dealing with psychology, the brain just leans towards the negative. So, we're making negative assumptions.

It's always easier to find a job when you have a job. You can be actively looking. But if you're still employed, that gives you a leg up. If you are passively looking, companies are more interested in hiring you because you're not happy where you are at. You're stable, you're satisfied, you're obviously being successful. I think that's the difference between active and passive.

Our clients always prefer passive, but that does not mean that we shut the door for active talent. That's just the thought process that we have.

KENNY: I'm curious. Do you think that generally, passive are also better quality candidates than active? Or is it more just as a stigma?

EMILY: I think it's a stigma. I fully disagree with it. I think that if you're looking for a job, there's definitely a reason. But that doesn't necessarily mean that something's wrong with you. It could be a bad culture fit. It could be that you were oversold the job. How many times does that happen to us, where we're told a job is one thing, but we get in there and it's something completely different? And if you're not looking for that career trajectory, you're going to want to leave.

I think part of my responsibility is really opening the minds of the hiring managers, and also telling the backstory. That's where a recruiter is really helpful, because we can advocate on your behalf and say, hey, I know they're actively looking, but here's why. Whereas, if you were just submitting a resume, you don't get to tell that backstory. That's really the key to success. That's where a recruiter helps as well.



KENNY: Gotcha. Trevor, do you want to opine on the active-passive discussion?

TREVOR: Yeah. Building on top of what Emily had mentioned, when it comes to being active or passive, I think that in this industry, there have been a lot of times where there is volatility and some uncertainty. I think that even for people who are happy with their job, and that there's nothing necessarily going on, or there's no reason for them to be actively looking, those people are starting to be more open-minded, and are being open to the potential of having a conversation.

I get people that reach out to me, and I'm sure that Emily has people that reach out to her, that they are quite content in their role but they are always open to hearing about opportunities because of the uncertainty of some of the aspects of this industry.

So, people that are very well and successful in their roles are starting to go to networking events. They're starting to have conversations, and have a recruiter or multiple recruiters in their back pocket and building that relationship several months in advance of them actually wanting to leave. You always have to be keeping one foot in, one foot out, and always have a backup plan. I think that's something that is really important in this space.

KENNY: Okay, that makes sense. Networking is important. I think we're preaching to the choir in this room in particular, so I totally get what you're saying. Now, we'll go back to traditional executives spinning out and looking to get into crypto.

Emily, you already touched on the stigma against traditional crypto folks. So, what is the difference when you're placing? What are crypto executives looking for? What's important to them versus more traditional folks? And then, how are you helping bridge that gap? What are the key conversation points with the potential hiring companies?

EMILY: Yeah. I think the biggest challenge when working with a recruiter is, my client is coming to me for the perfect person. It has to be absolutely what they're looking for if they are going to invest into my service. That's where I shut doors for some people. So, I'm always encouraging people to reach out to me for connections. If I can make a valuable connection for you, I don't need anything in return. But I would love to help you get your foot in the door.

However, there are some things that my clients simply won't engage me for. That being said, when it comes to talent, I think there is a huge benefit towards not working with a recruiter if you are more of a junior company. Companies are looking for those who have experience. They're still willing to give people a chance, but experience has really been number one for us.

That's where it comes to me to educate our client: hey, here are some great transferable skills. That person with 10 years of experience that you really want to hire, they started somewhere too and gained



that experience. And that is a proven result that someone without the experience can be successful in the role that you need them to be successful in.

I think experience trumps all. If you have any crypto experience, you have a leg up because you understand the ecosystem. You're moving at a very fast pace, and that's what people are looking for. Do you understand blockchain? Because there are some people that just can't wrap their minds around it. I'm not putting anybody down. I'm just saying that there are some people where it takes a little longer for them to grasp the concept, and companies don't have time to ramp them up.

I think the number one thing is knowledge, research, understanding, and having good working information on the technology. People are not looking for or paying attention to college degrees, unless you're in computer science.

Any of my marketing and finance roles have not required degrees. I think that is something that is going to the wayside. I have hired 18 year-olds that have skipped out on college who are brilliant developers. That's what I would say about that.

KENNY: On the other side, what are crypto executives looking for? What are the main perks that they care about when they are seeking a job versus living and working in Manhattan at JPMorgan?

EMILY: I think the biggest thing is culture, because culture fit is key. A lot of executives want to work at a company where there is an adult in the room. I think previously, we dealt with a lot of really untenured founders, which is fine. But I think these executives are coming in and really looking for a more professional organization.

There are still those that are very happy to scale these very less-tenured teams. But I'm noticing that a lot of people are looking for more organization when they join a company. Additionally, they're looking for equity, especially if it's a high level executive.

But crypto companies are giving equity to pretty much everybody, which I think is great from the executives down to the graphic designers. That's what they're looking for. But I would say culture fit is king.

KENNY: Okay. Trevor, do you want to jump in on the traditional versus crypto executive, and what both sides are looking for?

TREVOR: Yeah. I think that at a high level from those executives who are looking to get into an early stage or startup crypto blockchain company, they're looking for autonomy. As Emily mentioned, they are looking to be amongst a group of other adults in the room, where everyone can work independently but still come together and work together as a group.



They're looking for the ability to work remotely. They're looking for a company where, when the management level says that you can work remotely, they truly have the ability to work remotely. There have been some times where companies hire people and they say, well, you can work fully remotely, and then that person might be based in the US and they go and set up shop in Venezuela, and then they say, well, no, no, we meant you can work remotely but not like that.

And then, people have that pushback, saying, well, I'm getting my job done. It doesn't really matter what timezone I'm in. They're looking for things like that, and they're just looking for these organizations as well to have individuals who are very sharp, very smart, and abreast of the technology and are pushing the boundaries as well.

KENNY: Okay, that all makes perfect sense in general. I'll stick to you for a second. We have a great question from the chat, and I would love your thoughts. When I grew up, my dad always had to be somewhere a minimum of two years, because if you're there for less than two years, it's a massive knock.

The question is, most people in crypto have three jobs, right? They have that part time job, and they are doing different things. There is a lot of turnover. Is that traditional view of minimum two to three years at a company just out the window, and people are not actually looking for that anymore? How are you seeing that in the crypto world?

TREVOR: I would say it's definitely not three years. I mean, two years, gosh. As I mentioned before earlier in the breakout room, in this space, a lot happens in a year. So, that two years is ideal. There are hiring managers that are still looking for that stability, so they want to see that. And I think that the average is lower than two years. One and a half or so. I think that was it, last time I checked.

But they still want to see stability. They still do not want to see multiple job hopping. They don't want to see someone work in an organization for six months, and have a three-month gap, and then work somewhere else for four months, and then have a four month-gap, etc.

That is very consistent with the traditional job market. They're looking for that. But if you are doing multiple jobs, that's okay, too. You can have fractional work. You can be in advising, and doing things like that. But when it comes to actually presenting that on a resume or your LinkedIn profile, they are going to want to see a majority of your time being focused in one organization.

And if you are not doing these other things, maybe that can be something that you keep to the side until you actually get into the organization. And you can then expand on that, or maybe talk about that once you actually get the opportunity to have the interview with someone in the organization. Because it could be looked down upon as you are not really certain, or that you're not really going to be fully committed to that particular project.



We've had that situation happen. I remember we have had people that we placed, and they say, "Yeah, I'm not working any other jobs. I'm not really doing that." And then, we come to find out that when they're supposed to be working during the regular business hours, the founder can't find this individual. They're off working and doing some other projects, and that obviously looks negatively on them, which reflects badly upon us as well.

KENNY: Understood. Emily, anything you want to add on the tenure?

EMILY: The average tenure is seven months to one and half years, and anything under a year is definitely a red flag. There are hiring managers that say if you have not been at the company for a year, you really have not had a full understanding of the product. I do think that there is a lot of toxicity in crypto, which is why people tend to make a move, and there is also a lot of potential opportunity.

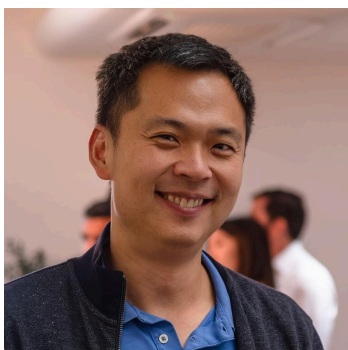
So, I think one of the challenges, specifically with developers, is that they come into a project, they make it very successful, and then they dip into something else. I don't blame them, but that is what's happening.

Every single one of our hiring managers really wants that stability in a resume because if they are going to give you equity, they want to make sure you are going to stay long term. But the average tenure is seven months to one and a half years.



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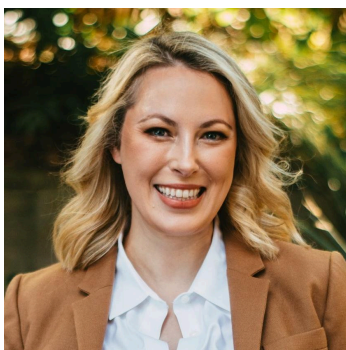


Chok Ooi

Senior Partner at AgilityIO

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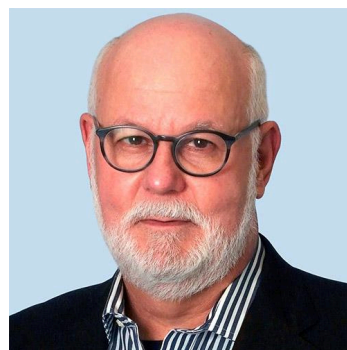


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