

THE SEARCH

Recent investment by the new parent of 500px created the opportunity to drive innovation that would expand the product offering and enable significant scalability of the platform.

THE CLIENT

Founded in Toronto, 500px caught the eye of a digital content giant and was acquired in 2018. Today, 500px operates as a subsidiary of that parent company servicing millions of users in 190+ countries, providing a platform for creators to discover and share content, tools for improvement and growth and opportunities to monetize their content and skills.

SEARCH REQUIREMENTS

500px required a senior-level Product Management leader who could offer a strategic point of view to a PLG business and work closely with the CEO on developing the long term product direction. They also needed to be able to step in and execute on the short term existing product roadmap. People development and leadership were also a key requirement for this role.



The team at Martyn Bassett was dedicated to ensuring the right candidate was placed in the role every step of the way. From taking the time to truly understand the unique requirements of the role, providing valuable guidance, to managing the interview process for several high quality candidates, they truly acted as a partner and provided immense support in a very successful placement for the role. The whole team was very positive, highly engaged and always a pleasure to work with, resulting in additional senior level searches in the future where we sought their support.

– Aneta Filiciak, Former CEO



SEARCH STATISTICS

Number of days to the 1st round of resumes: 10

Number of candidates considered: 11

Number of candidates interviewed: 10

Number of days to complete the search: 103

THE HIRE

- 19 years of career experience, combining General Management and Product Management of companies whose products have a global footprint
- Leadership skills include building and leading teams of 50+, working across distributed locations in Product, Engineering and Operations
- Product experience includes complex B2B platforms with API integrations into hundreds of partner companies, white label solution development as well as consumer facing experiences

