

THE SEARCH

Our client engaged us to conduct a search for a CEO, whose mission would be to usher in the next phase of growth and scale at a global level. Our Stakeholders were the outgoing CEO (who had been in the role for almost 5 years), and the Board which is based in China.

THE CLIENT

500px is an international marketplace that brings together digital artists and a community of people who value and procure premium original content. Our client got its start in Toronto before expanding to the North American market to “shake things up” across a high-brow community of staunch industry elephants.

Fast forward to 2018, 500px caught the eye of an APAC-based digital content giant and was acquired. Today they operate as a well-funded subsidiary of that parent company.

SEARCH REQUIREMENTS

The requirements of this search led us to take a very targeted approach to the candidates we sought to identify and engage with. The two key requirements were fluency in Mandarin (written and spoken) and experience leading the Product Management function of a global subscription service-based business, preferably at scale.

It was also important for candidates to be experienced in building a business and launching new product experiences as well as partnering with global engineering leaders.



When we put together the requirements for this role, we knew it would be a very tough position to fill. Thanks to Martyn Bassett Associates, we found the candidate we hoped for in the relatively short period of time. The communication was helpful, efficient and productive.

– Amy Liang, CEO, VCG (The Parent Company)

500px

SEARCH STATISTICS

Number of days to the 1st round of resumes: 16

Number of candidates considered: 18

Number of candidates interviewed: 13

Number of days to complete the search: 147

THE HIRE

- 13 years of international business experience in China, the USA, and global markets
- 7 years of experience as a Product Management leader
- Product experiences included both B2C and B2B across e-commerce, mobile apps, mobile games, and communication products
- Experience working in a similar business model as a CEO for a tech company whose board was based in China
- A Chinese national Canadian Citizen, fluent in Mandarin (spoken and written)
- Engineering Degree + MBA

