

THE SEARCH

Coconut Software's growth over the past 12 months unlocked the opportunity to add a new leader to the business. It was now critical for the company to hire their first Product Leader, reporting to one of the Co-Founders.

THE CLIENT

Coconut Software provides an enterprise B2B SaaS solution for customer engagement. With a focus on the financial services industry, Coconut Software enables clients such as RBC, CapitalOne and VanCity to manage complex customer appointments, whether in person or digitally, efficiently and safely.

Headquartered in Saskatoon, with an office in Toronto and some distributed employees across Canada, they currently have 62 employees and are expected to grow to 80 by the end of the year.

SEARCH REQUIREMENTS

The successful hire needed to be a product leader, who had deep experience in enterprise B2B SaaS, and had shipped product that was in market. Leadership experience of product best practices and previously applying them to a start-up, at their stage, was also required. The ideal candidate needed to balance strategic abilities with tactical execution. We were asked to apply a "location agnostic" strategy; therefore, we sourced candidates in Ontario, Calgary, and Vancouver.



We were really impressed with the caliber of candidates Martyn brought forward. As soon as we thought we had 'the one', the next candidate was even better.

– Katherine Regnier
Chief Executive Officer, Coconut Software



SEARCH STATISTICS

Number of days to the 1st round of resumes: 6

Number of candidates considered: 12

Number of candidates interviewed: 9

Number of days to complete the search: 27

THE HIRE

- 18 years of employment experience, 8 of which were in Product Management for enterprise B2B SaaS.
- An active member of the Toronto product management community as a mentor and instructor.
- The hire was selected for their empathetic approach to delivering value to customers. Their ability to shift a business from being purely "sales driven" to one which seeks to apply product value and growth across all customers also instilled confidence.

