

## THE SEARCH

ExperiencePoint was looking to develop a digital-first business model that would enable global scale leveraging their SaaS platform. This required them to find a VP-level Product leader who could champion the next-gen of their platform.

## THE CLIENT

ExperiencePoint is a world-leading innovation capability-building company, enabling worldwide organizations with the right skills and conditions to establish a culture of innovation. ExperiencePoint is a partner of IDEO.

## SEARCH REQUIREMENTS

The successful hire needed to be an experienced product management leader whose product was successful in its category and considered the user experience at its core. It was also important that this hire was someone who embodied curiosity, demonstrated an aptitude for learning, and would be successful both engaging with global clients as well as rolling up their sleeves to "get it done."



Martyn Bassett and team delivered the results ExperiencePoint was seeking in terms of quality and breadth of candidates within our desired timeline. We are thrilled with our selected candidate - they have become an integral member of our team.

– Stephanie Tait  
Managing Director in Management

**ExperiencePoint**<sup>®</sup>

## SEARCH STATISTICS

Number of days to the 1st round of resumes: 12

Number of candidates considered: 8

Number of candidates interviewed: 4

Number of days to complete the search: 41

## THE HIRE

- 10 years of employment experience, 7 of which were in Product Management and leadership
- Experience developing and leading technology-based product experiences used and loved by millions of Canadians
- Owned the end-to-end product lifecycle: strategy, definition, design, delivery, and launch
- Team management of 3-5 direct reports and a broader team of 20 cross-functional team members
- Engineering degree + MBA + multiple product-related certifications including Foundations of Design Thinking by IDEO

