

THE ENGAGEMENT

Following six consecutive quarters of record growth and surpassing the billion-dollar revenue mark, Extreme Networks began the ambitious goal of transforming its product marketing organization to better position the business to realize growth at scale.

This transformation required hiring a team of Product Marketing talent experienced in successful GTM strategies and launches of cloud solutions on a global scale. Historically product marketing and effective GTM were areas of the business that had struggled.

THE CLIENT

Extreme Networks creates networking experiences that enable all of us to advance. With over 50,000 customers globally, Extreme Networks' end-to-end, cloud-driven networking solutions are relied upon to support and accelerate their customers' digital transformation.

Extreme Networks is a leader in Gartner's Magic Quadrant, publicly traded, and employs 3000+ global employees.

THE SEARCHES

Our firm was engaged to lead the search for a Senior Director of Product Marketing and two Senior Product Marketers. Following the hire of the Senior Director, our stakeholder advocated for an additional budget to make a second Senior Director level hire.

The two Senior Product Marketing Manager searches were part of the organization's expansion plans to scale the team and provide product-specific focus on their GTM strategies.

The second Senior Director hire stemmed from the quality of the candidates we had recruited on their behalf and the opportunity it gave our Extreme Networks to expand the organization in ways they had not expected to be able to do.

THE PERSONAS AND SEARCH REQUIREMENTS

For each of these roles, it was critical for all of the candidates to have previous experience in the Product Marketing function.

Product experiences that were important for each candidate to have included: SaaS, Cloud solutions, SD-WAN, edge computing, whether for enterprise customers or service providers.

Our client provided us with a list of organizations they were interested in seeing talent from; however, they were flexible and would consider talent from a large community of companies with similar solution experiences.

Extreme Networks employs a remote work model so we had the flexibility to present candidates from any city across North America with no preferences or limitations to time zones.



Working with the team at Martyn Bassett has been nothing short of wonderful. The team is flexible, detail oriented and extremely strategic. They are not just recruiters but partners. They helped me not only find game changing talent but increased my knowledge of the market and the talent within it.

– Carla Guzzetti - SVP Customer Experience & Product Messaging

ENGAGEMENT STATISTICS

- **December 23:** Engaged for the Senior Director search
- **December 28:** Presented 5 Senior Director candidates; 3 were interviewed (two self-selected out of the process)
- **February 1:** A hiring decision was reached for the first Senior Director search
- **February 2:** The search engagements for the two Senior Product Marketers began
- **February 9:** Presented 7 Product Marketing Manager candidates; 6 were interviewed
- **February 25:** Received approval to begin the second Senior Director search
- **February 28:** 4 additional Senior Director candidates were presented; 3 were interviewed
- **March 16:** The first Senior Product Marketer was hired
- **March 31:** The second Senior Product Marketer was hired
- **April 25:** A hiring decision was reached for the second Senior Director search

Within four months, Martyn Bassett Associates was able to help ExtremeNetworks build out a robust Product Marketing team.

