



SENIOR PRODUCT MANAGER - CASE STUDY

THE SEARCH

A common challenge with product management talent is that they are too technical and this position required someone who could come in and not only manage the technical component but also be the leader and the glue that aligned with Firmex's product direction.

THE COMPANY

Firmex is a world-class leader in virtual data room security and document control designed as a secure online space for sharing confidential documents between companies. As an internationally recognized organization with over 75,000 companies trusting them to keep their documents safe – they had their sights set on a hybrid individual who could elevate their product to the next level.

THE HIRING OUTCOME



It can sometimes be difficult to measure on paper the intangible elements associated with the Product Management role that immediate skill sets can't cover. The chosen hire not only had the right tools needed for success in the role, but was a phenomenal addition in how they enhanced their team dynamic by connecting with everyone on a personal level and even going as far as starting a book club. They took great initiative and certainly were not a wallflower, because you want people to come in and not just mesh into your culture – but take ownership of it. He went above and beyond his responsibilities from day one.

- Randy Rosenberg, Firmex, CTO & Co-Founder



SEARCH REQUIREMENTS

For this hire to thrive, they would need to be a candidate with a great deal of influence, knowledge and experience, one that has a keen business acumen but could also innovate through minimalism.

Martyn Bassett Associates recognized what Randy and his team were looking for, and understood the specifics of not only the role but also what type of person/personality was required.

