Martyn Bassett
ASSOCIATES INC

THE ENGAGEMENT

Following a period of hyper-growth, iQmetrix began the ambitious goal of transforming its products to better position the business as the number one enabler of consumer electronic products globally.

This transformation required an expansion of their product management organization, specifically product management talent with experience in best-in-class modern processes for delivering value of SaaS solutions.

Historically iQmetrix had taken the approach of customizing solutions to realize the opportunities they identified in the market. This hiring expansion was part of a new strategy to develop a consistent, repeatable product experience and delivery model that would ultimately drive product led growth and revenue growth at scale, globally.

ENGAGEMENT STATISTICS

- **January 28:** Search kick-off: Requirements call with the CPO and Head of Talent
- **January 31:** A team of 3 Recruiters + 1 Researcher began executing against the 5 roles
- **February 2:** Offer accepted for the Core Retail Platform Product Manager role (2 candidates presented, both interviewed)
- **March 14:** Offer accepted for the Enterprise Services Product Manager role (4 candidates presented, 3 interviewed)
- **March 18:** Offer accepted for the API Integrations Product Manager role (9 candidates presented, 5 interviewed. First offer was extended on Feb 25, but the candidate declined due to a competing offer.)
- **March 25:** Offer accepted for the Data Product Manager role (10 candidates presented, only 4 were interviewed because they had already met people who they were excited about, therefore did not want to invest additional time meeting more)
- **May 24:** Offer accepted for the Product Owner role (9 candidates presented. First offer was extended on Feb 25 but declined to accept a counter offer. Second offer was extended on Apr 9 but declined due to employer commitments.)

Within 4 months, Martyn Bassett Associates was able to help iQmetrix build out their next-gen product team. As a result of the work we did and the outcomes we achieved, we were engaged for a UX Designer role which led to an additional 3 UX Designer searches, which were found and hired by April 22.

iQmetrix®

THE CLIENT

iQmetrix is an industry-leading, trusted provider of intelligent retail management software built for telecom. They provide enterprise e-commerce solutions that some of the world's largest telecommunication brands use to operate their storefronts.

iQmetrix is a privately owned Canadian success story. Founded in 1999 by the Founders of Jump.ca, iQmetrix employs over 450 people across North America. In 2020, their foundational product (RQ) processed $15.5 billion in wireless sales and was used by 425,000 users.

THE SEARCHES

Our firm was engaged in leading the search for 5 product hires, each for its own value stream:

Product Manager - Core Retail Platform

Product Manager - Enterprise Services

Product Manager - Data

Product Manager - API Integrations

Product Owner

THE PERSONAS AND SEARCH REQUIREMENTS

For each of these roles, it was critical that the candidates had previous experience doing the job they were being hired to do. Product experiences that were important for each candidate included: enterprise SaaS, product led growth (PLG) businesses, solutions with B2B2C use cases, and those who had experience working for companies considered 'best in class' product organizations.

Preference was given to western Canada-based candidates; however, iQmetrix employs a remote work model, therefore there was flexibility to present candidates from across North America.

iQmetrix takes great pride in its organizational culture so the first step of the interview process was a cultural fit interview, led by team members from within the company. Our stakeholder identified the soft skills of the ideal candidate as Humble + Hungry + Smart.

> It has been a pleasure to partner with Martyn Bassett Associates to get us one step closer to becoming a world class product led organization. Their team naturally built trusting relationships with our hiring teams, quickly adapted search efforts to find top tier candidates considering our feedback and championed our culture in an impactful way to prospective candidates. Overall, their earnest approach to our partnership led to a top-notch engagement experience.
>
> – Theresa Rowsell - SVP Product & Technology