

## THE SEARCH

Mariner Partners engaged us to recruit a net-new role, a Product Management leader who could take what was a v1.0 product, in the energy management category, with 6 customers and develop it into a robust solution. The ultimate goal of this position was to lead the Shift Energy business unit.

## THE CLIENT

Mariner Partners was founded in 2003 as a provider of innovation and enterprise-grade software solutions and services. Mariner Partners is based in Atlantic Canada, privately held and Founder led with 4 business units, including Shift Energy.

## SEARCH REQUIREMENTS

Our client was interested in a senior-level candidate with experience building an enterprise B2B SaaS business. The ideal candidate would have experience working in the energy management category; however, the client was willing to consider candidates outside of that subject matter.

Our client recognized the need to consider candidates who were business-oriented and capable of engaging with customers and partners while also building and leading the Product Management function.

Although the client is based in New Brunswick, they were willing to hire the best possible candidate and interviewed candidates across Canada.



Both the depth and breadth of product talent Martyn Bassett Associates was able to present was fantastic. I was connected to professionals I would have never been able to find on my own.

– Shelley Wood, VP Human Resources



## SEARCH STATISTICS

Number of days to the 1st round of resumes: 14

Number of candidates considered: 9

Number of candidates interviewed: 8

Number of days to complete the search: 77

## THE HIRE

- 20 years of employment experience, with 15 years of experience in UX Design and Product Management
- Experience with multiple product experiences including, B2B SaaS with enterprise applications and fintech and payments
- Scaled a product team from 5-25 people
- Past experience being part of a company's SLT, driving strategy, and go-to-market planning
- A champion of Product Management best practices and active speaker/participants in the product community

