

THE SEARCH

Year-over-year revenue growth and the changing needs of the education industry positioned our client for its critical next chapter. To unlock scale across the North American market, a VP of Product Management was needed.

The incoming VP would be responsible for developing the product strategy and roadmap and would realize the opportunity to add value to school districts in the North American market.

THE CLIENT

A Canadian edtech provider that serves K-12 school districts across North America.

SEARCH REQUIREMENTS

All candidates were required to have experience working as the senior-most product leader of a software company, reporting to a C-level executive. They also needed experience defining and architecting a product roadmap, applying a build/buy/partner strategy to enable growth at scale, as well as having shipped B2B SaaS enterprise solutions.

Candidates needed to be comfortable moving between a player/coach role and able to get into the weeds to become the company's product expert. A practical leader able to manage in a pragmatic way to achieve near-term wins while working within a 1-3 year business plan. Most importantly, our client needed a champion of Product Management best practices.



Our search lead did a great job understanding our business and exactly what it was that we were looking for. Martyn Bassett Associates worked really well with our super fast-paced and high energy leadership team and delivered great candidates.

– Head of Talent and Culture

SEARCH STATISTICS

Number of days to the 1st round of resumes: 18

Number of candidates considered: 27

Number of candidates interviewed: 22

Number of days to complete the search: 106

THE HIRE

- Over 25 years of employment experience with 20 years spent in product management for various B2B SaaS organizations
- Experience leading product for a complex enterprise solution integrated into business applications and had a similar buying experience to our client's solution
- Built and managed product teams larger than 10+ people while influencing product marketing and GTM strategy
- Managed a multi-product portfolio which required a build/buy/partner point of view on where to invest for greatest ROI
- Identified, evaluated, and led the integration of 2 acquisitions
- Successfully led the product growth/monetization roadmap, which ultimately resulted in an exit for the company
- Economics Degree, MBA & 2 Pragmatic Certifications
- Based in the US
- Since joining this candidate has really gelled with the team and has started to develop a path forward for product and the product roadmap

