

THE SEARCH

Vidyard was seeking their first VP Product to help drive scale from the Product organization following their pivot to a Product Led Growth model two years earlier. Our firm was one of four search firms considered — the other three were based in the Bay area.

THE CLIENT

Vidyard is a Series C, B2B SaaS vendor based in Kitchener. We worked directly with their Co-Founder/CTO as well as their VP People who ensured there were no roadblocks and offers were prepared within hours.

SEARCH REQUIREMENTS

The successful candidate needed to have experience with a product lead growth model and management of best practices such as roadmapping, pivoting to market-facing, scaling the team, etc.

Candidates were also required to be business leaders, with responsibility for forecasting revenue and contributing to business growth.



As a pivotal role for the company, we needed to bring in experts in the North American Product market. Their team was very communicative and solution-oriented, helping us find an amazing hire.

– Devon Galloway, Co-Founder, CTO
Vidyard



SEARCH STATISTICS

Number of days to first round of candidates: 6

Number of candidates evaluated: 10

Number of candidates interviewed: 8

Number of days to complete the search: 33

THE HIRE

- 18 years of product management experience, 8 of which was Product Led Growth experience
- Most recently a VP Product for a Bay Area vendor with a PLG model where they inherited a product team of 18 and scaled it to 14 direct reports leading 95 people
- Earlier in their career, they developed and launched enterprise video products as well as championed product for one of the original Product Led Growth tech companies in California
- Participated in 2 exits
- Since joining, this hire has been able to expand and build out an amazing team, signaling a product practice well underway.

