



"We were really impressed with the caliber of candidates Martyn brought forward. As soon as we thought we had 'the one', the next candidate was even better."

-- Katherine Regnier, CEO

6

DAYS UNTIL
FIRST ROUND
OF CANDIDATES

12

CANDIDATES
PRESENTED

9

CANDIDATES
INTERVIEWED

27

BUSINESS
DAYS TO
COMPLETE
THE SEARCH

THE SEARCH

Coconut Software's growth over the past 12 months unlocked the opportunity to add a new leader to the business. It was now critical for the company to hire their **first Product Leader**, reporting to one of the Co-Founders.

THE HIRE

Over 18 years of employment experience, 8 of which were in Product Management for enterprise B2B SaaS.

This hire was selected for their empathetic approach to delivering value to customers. Their ability to shift a business from being purely "sales driven" to one which seeks to apply product value and growth across all customers also instilled confidence.

They are an active member of the Toronto product management community as a mentor and instructor.