

iQmetrix

“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
(October 2022)

Following a period of hyper-growth, iQmetrix began the ambitious goal of transforming its products to help the company achieve its mission of transforming the way the world buys, sells, and activates devices.

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

Our firm was **engaged to lead 5 product searches** - each for its own value stream:

- Product Manager - Core Retail Platform
- Product Manager - Enterprise Services
- Product Manager - Data
- Product Manager - API Integrations
- Product Owner

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 an additional UX Designer role which led to an additional 3 UX Designer searches (all filled successfully).