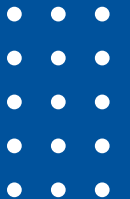


CASE STUDY



Fluix



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ASSOCIATES INC

Fluix is an EU-based B2B SaaS startup that provides a mobile-first workflow and field operations platform.

They had reached the point where an engineering-led culture was no longer sufficient to achieving the outcomes necessary for commercial success.

We were engaged to recruit the company's first **Head of Product**.

We conducted a search spanning
10 EU countries, USA and Canada.

We presented 32 candidates.
The client interviewed 23.

The hire had experience managing
B2B SaaS workflow products with
both sales led and PLG motions. This
was a critical requirement for the
client.

Additionally the hire was doing hands-
on work while leading a small team
and owning the strategic direction of
the product.

Hiring a Head of Product?

We solve for that

