CASE STUDY

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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.**

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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.

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

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Hiring a Head of Product?

We solve for that

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