

CASE STUDY



consensus



“We couldn’t have asked for a better outcome. An A+ player, an excellent culture fit, and exactly the kind of product leader we needed.”

— **Doug Johnson, CEO, Consensus**



Martyn Bassett
ASSOCIATES INC

Consensus is a Sumeru-backed B2B SaaS salestech providing an intelligent demo automation platform. Recognized as the #1 enterprise-grade solution in its category.

They had reached a stage where their technology-led product approach was ready to evolve.



With recent investment, the company needed dedicated product leadership to guide the organization into its next phase of growth, strengthen operational rigor, and bring the product process maturity required for scale.



We were engaged to find their first **VP Product**, a senior leader responsible for levelling up the craft of product management.

This role required a true scale-up operator with a proven playbook and saletech domain experience.



This leader has since expanded into a CPO-level scope, establishing the product discipline, operational frameworks, and cross-functional alignment needed to support Consensus' continued growth and category leadership.

Hiring a VP Product?

We solve for that

