

Executive Search

Case Study

Vice President, Product Management

For a young Fintech firm

Technology Practice

Background

Our client is a fast-growing Fintech firm. They are a technology first organization which has attracted a solid Series A fund raise from marquee investors and a sound business model which has enabled them to get profitable as well.

What was the exact ask/ role specification

The client was looking to hire a Vice President, Product Management who will be a key member of the leadership team and will have a critical role to play in the future growth of the organization. The relevant candidate will bring deep experience working with marquee B2C internet firm(s) in India and would have been a significant part of their growth journey. This role would report into the CEO and Co-Founder and will lead the entire Product Management function. The initial ask was that this role will be based out of Bangalore but was revised to Mumbai during the execution process.

The process

We started by working closely with the founders to understand the ask in detail and use that information to draw out a detailed position specification document which called out the relevant organizational details and the job description. Post buy-in from the client on the position specification document, we created the universe of potential target organizations which in this case were all the visible, fast growing and well-funded internet B2C companies in India – the main focus was candidates who were currently based out of Bangalore or candidates who were interested in moving to the HQ at Mumbai. Using this universe, we created a first longlist of 20 potentially suitable candidates and shared the same with the client for their quick feedback. This first iteration enabled us to have a clearer view of our client's thought process regarding this role and that enabled us to fine tune our search.

We handpicked 10 candidates and did a deep and detailed evaluation. During this evaluation process we delved into key aspects like the products that the candidate had built, the complexity of the products and the impact of these products on the organization and the industry, the team/s that the candidate had built and the thought process behind building successful teams, the cultural fitment of the candidate to that of the client and finally what were their motivations to take up this role with our client. 5 candidates were presented to the client and one among them was chosen to be offered. We assisted the client in conducting not only the formal reference checks post the identification of the candidate, but we also conducted informal checks during the hiring process. The chosen candidate brought more 15 years of experience of which more than 10 years were spent in building world class products for one of the most recognized unicorns. He had been involved right from their garage days to when they grew to become a renowned brand. Working with the founders, he had been through their chaotic phase right up to their phase of unparalleled success.

PeopleAsset differentiator

- The thorough evaluation process which ensured interest generation and candidates' fitment assessment from every angle
- Deep understanding of the client needs ensured accurate universe identification and candidate mapping
- Giving client the confidence on the credentials of the each of the presented candidates through proactive informal reference checks, and, formal reference checks for the offered candidate.