Executive Search

Case Study

Product Lead, Analytics

For an India based B2B Logistics Product Development organization

Technology Practice

Background

Our client is a Deep-Reach Logistics Platform, that is unlocking the next wave of consumption in India. They are aggregating Kirana stores and other small businesses through mobile technology to create an asset-light logistics network.

What was the exact ask/ role specification

The client was looking to bring onboard a Product Leader for a new product line that they were planning to create. The current core product has several streams of consumer data coming in various sources. This leader will be responsible for building a product / product line around the data and enabling the customers to gather insightful intelligence from the product.

This role would report to the Co-Founder and CEO and be based out of India.

The process

We started the hiring process by working closely with the CEO and finalizing the exact ask via the job description. Once the job description was ready, we identified the target universe based on the organizations in India which were building analytics products, specifically analytics organizations. From this universe, we created a small pool of potentially suitable candidates and iterated on the 1st list alongwith the CEO. Based on the inputs that was gathered, we dug deep and focused on candidates who not just brought along the experience of building analytics products but also but also the experience of successfully taking the completed product to the market.

We researched extensively based on the feedback shared by the client and created a detailed longlist of 14 candidates which found the approval of the client. In a span of a week from the presentation of the longlist, we shared the 1st set of 2 candidates for this role. The client immediately shortlisted one profile from this pool and moved quickly to get the hiring process started.

In a span of 2 weeks the entire interview process was completed, and the client was ready to extend the offer of employment to the candidate. PeopleAsset was closely involved in handholding the client and the candidate to arrive at a middle ground for both parties to be in a win-win situation regarding the overall offer package.

Once the candidate had accepted the offer, PeopleAsset did a deep handholding program via a weekly video connect with the candidate. Additionally, we also ensured that the senior leadership from the client's end was involved in the handholding process for this senior candidate.

Our evaluation of the candidates were based on their past experiences of building analytics products, understanding the depth of ownership that they carried for these products and their contributions to making the product successful. We also assessed candidate fitment regarding their ability to be hands-on during the process of building the product.
The chosen candidate brought in more than 16 years of total experience a majority of which had been in analytics and analytics related product management. He brought to the table the experience of building of analytics products not just in India but also in the United States.

PeopleAsset differentiator

- At the initial phase, we did not rush to present profiles but focused on understanding the need of the client thoroughly – iterated on the job description with the CEO who was the hiring manager for this role.
- Considering that the talent pool was limited in India the focus was on ensuring that the role was pitched well to the small pool and considerable excitement created about the opportunity.
- Build a deep and credible relationship with the candidates to ensure that they the final steps were smooth and without any hiccups.
- Multiple and thorough evaluation of the candidates regarding the products that they had built in the analytics space and depth of their involvement in it.