

An abstract graphic on the left side of the slide, featuring a complex network of glowing blue hexagons and lines, resembling a molecular structure or a digital network. The hexagons are interconnected, with some nodes highlighted by bright blue light. The overall aesthetic is high-tech and futuristic.

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– Case Study

Company Background

SAAS

- Tectivo recently worked with a fast-growth European SAAS company. The business has around 30 employees and is part of a much larger well funded entity
- The business provides a range of data led solutions including B2B sales data for businesses in all sectors and recruitment agencies.



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Challenges Faced By Our Client



Our client were looking for a new Product Manager that could lead their flagship B2B sales data product.

This role was a replacement position and was necessary to hire someone quickly before the notice period of the incumbent was over.

In an ideal world our client wanted somebody from a B2B sales data competitor but failing that wanted somebody that had worked around other types of data products.

They were keen to find somebody with strong stakeholder management and that was good at product commercialization.

They were keen to find a candidate that could work in their London office 3 days per week.

Another big requirement was somebody that had good technical experience and could communicate product vision with the development teams.

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What Did We Do?

- We took a specification for the role and started working on a target list. We identified around 20 similar companies and found a further 40 SAAS companies that had specialist data products.
- Our target list included around 80 candidates and mainly focused on candidates with 5-10 years experience as a Product Manager.
- We started our headhunt approach calls, being careful to screen interested candidates against the client requirements.
- We had lots of interesting conversations and candidates were keen to talk to us about this opportunity. The parent company of the client was very well recognized and clearly a selling point.



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- Our approach stage was extremely successful and resulted in us presenting 5 candidates at shortlist stage.
- Our client carried out a 3-stage interview process, including one stage to meet with the team.
- They ended up extending an offer to a candidate that had 8 years experience as a Product Manager and was working in a slightly different SAAS company, but one still focused on B2B Data.
- The process took 3 weeks and the client was extremely satisfied with both the shortlist and outcome.



The Outcome

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CONTACT US:



+44 20 3362 9442



INFO@TECTIVO.IO



TECTIVO.IO