Fiix

WHEN FIIX SOFTWARE NEEDED SOMEONE TO LEAD THE PRODUCT DEVELOPMENT AND TRULY OWN IT IN ORDER TO MOVE FROM SMB TO ENTERPRISE – THEY NEEDED A RECRUITER THAT UNDERSTOOD THE PORTION OF THEIR EVOLUTION TO MAKE IT HAPPEN.

Fiix Software is a leader in cloud-based maintenance and asset management software that organizes, tracks, and schedules your maintenance activities in one easy-to-use tool.

THE BACKGROUND

As an early stage company, they needed someone to come in and own their product and act as a member of senior leadership - but also hands on in the trenches to provide mentorship to the team.

In March of 2016, their Chief Operating Officer, James Novak reached out to Martyn with a big order to fill – they needed someone to evolve the product from SMB to Enterprise – which falls right into Martyn's sweet spot.

> *"It's a unique time for many companies looking for leadership roles and it really requires the type of understanding that the talent that you need overlapped with the culture fit is really coming from somebody that understands your business."*

Fiix

*- James Novak,
Chief Operating Officer,
Fiix Software*

Product Management was to be a newly created role for the organization, placing a high level of importance on who fit the bill. Especially at early stages because every hire is critical, where a bad fit could throw a wrench in your plans and you end up spending a ton of time recruiting and now correcting that original mistake.

"Having somebody that understands high-growth SaaS, in the industry that we are in, what we're trying to achieve and the stage that we're at was the most critical component for us."

SHORTCUTTING THE PROCESS BY UNDERSTANDING THEIR EVOLUTION

Martyn went to work and brought forth Andy Yadegar who impressed James and his team from day one. Andy wasted little time building and leading the newly formed product management capabilities, and not only was he able to do that, he also led the delivery effort with developers, moved to agile and also their QA function.

Andy had the breadth of experience James and his team were looking for, and he raised the game of everyone around him. Not only in the product department from a leadership perspective, but also how the rest of the organization interacted with product. Which is crucial because they were out speaking with large enterprise customers and the product was a big part of those conversations.

"This really changed our culture not only internally but also how we interacted with customers externally."

Andy took a holistic approach to the product and he's been able to deliver exceptionally well, exceeding their expectations by building out the product management capabilities and product capabilities as well.

"Martyn really understood the portion of the evolution that our company was in, and by understanding that, it took us through the process a lot quicker and we found our fit quicker."