

Case study: Nordics SaaS Company Product Mktg & Service Delivery

Outline:

An established Scandinavian company offering Storage and Backup as a Service with a very successful track record in their home country, wanted to accelerate new client acquisition locally and internationally but lacked expertise in product marketing and service delivery management to both drive and manage the growth.

The Situation

Though the client was very successful and had an outstanding reputation for focus on customer satisfaction, reliability and industry service levels, there was little expertise in product marketing or service delivery management which was hampering growth prospects. Experienced candidates for both roles were obviously essential but the company was based far from the country capital, where most of the IT industry players were based. The client prides itself on the closeness of the team and high employee retention rates so everyone was expected to work from the office daily, so candidates had to live within commuting distance.

Candidates Profile Summaries:

Product Marketing Manager

- Extensive experience in product marketing for complex and high value services backup services directly to clients and channel partners
- Wide base of marketing skills – product positioning, market intelligence, outbound campaigns
- Fluent English, and Danish a minimum
- A Technology degree and MBA

Service delivery manager

- Experience in Service Delivery, Production Services, Resource and IT Project management
- Time tested ability to 'get stuff done'
- Comprehensive appreciation of meeting SLA's
- Ability to maintain and nurture customers relationships
- Excellent and detailed reporting skills

Search Process

- Antal Geneva finalised job descriptions
- Roles advertised on Antal.com, Linked In
- Leverage of Antal Geneva's international networks and candidate databases
- Thorough selection process, including reference checks, candidate interviews and submission of six profile recommendations per role to client

Result

- Both candidate positions' contracts were signed within three months of start of retainer contract
- Both successful candidates remain with the company after two years having progressed and developed their roles
- Antal Geneva was hired for a successful retainer search for a COO the following year

Source:

Case study submitted by our team in Switzerland, December 2020
Led by Managing Partner, Peter Wharton

