

FORVIA

“We decided to work with Martyn Bassett Associates because of their specialization in our niche, the dedication of their team and the uncanny accuracy of the analysis they did of our needs. The support we got was perfect.”

- Jean Lorchat, General Manager

9

DAYS UNTIL
FIRST ROUND
OF CANDIDATES

6

CANDIDATES
PRESENTED

4

CANDIDATES
INTERVIEWED

28

BUSINESS
DAYS TO
COMPLETE
THE SEARCH

THE SEARCH

The Forvia group (which acquired IRYStec based in Montreal in 2020), was looking for a **Director of Product**. They labelled this hire as their most critical hire of 2024 as the chosen candidate would be essential to completing the senior leadership team and unlocking new customer and market growth.

THE HIRE

- Senior-level professional with a 20 year career managing technically complex products in "can not fail" use cases
- Most recently, a Senior Product Manager that functioned as the head of a product line - they had ownership of all go/no go decisions
- Experiences in a similar product category as our client, which was the piece that made this candidate 'the one'
- A customer champion with market facing skills