



THE DEVOTO GROUP, INC.

Executive Search Built on Relationships

November / December 2021

Are you looking for your next marketing or product management leader?

The Devoto Group's renewed focus with our clients will be on filling key leadership roles in marketing and product management.

We have successfully found these leaders for clients like Blue Coat Systems, Citrix Systems, Pulse Secure and many others.

[Key Successes & Testimonials](#)

Jeff Devoto
Managing Director

WHAT'S NEW

Announcements, Articles, New Information

Career Transition in 6 Steps

Are you considering a transition to a new role? As with any strategy, if you're contemplating a career move, it's critical to figure out where you want to go before you begin your journey. In [this](#) article, Emily Wong of Words of Distinction, shares the 6 most important steps for making a career change.

Chief Marketing Officer Program

This program at Columbia University is a good one for executives looking for a formal program to learn the skills of a Chief Marketing Officer. Learn more [here](#).

\$396 Billion!

Gartner forecasts end-user spending on public cloud services to reach \$396 billion in 2021 and grow 21.7% to reach \$482 billion in 2022.

Additionally, by 2026, Gartner predicts public cloud spending will exceed 45% of all enterprise IT spending, up from less than 17% in 2021. Aug 2, 2021

Other Suggested Reading or Listening

Rich Mironov is a long-time acquaintance who runs **Mironov**

In This Issue

What's New

Events

Key Successes

The Devoto Group

The Devoto Group has been doing successful executive search for the past 20 years working with C-level executives, private equity companies and Venture Capital firms.

Our specialty is Directors, VPs and CPOs of Product Management and CMOs, VPs, and other key roles of Marketing and Product Marketing.

Key clients include Aviatrix, Megaport, Netskope, Aeris, Sonatus, Feedzai, Citrix Systems, Okta, VeloCloud (now VMware) Gigamon, Pulse Secure, HID Global, NetScout, Infoblox, Skybox Security, Elastica, Financial Engines, and RedSeal.

Consulting. He has been a guest speaker at our Devoto Group Executive Luncheon Series, and we highly recommend him, his consulting business, and his monthly newsletter (Product Bytes).

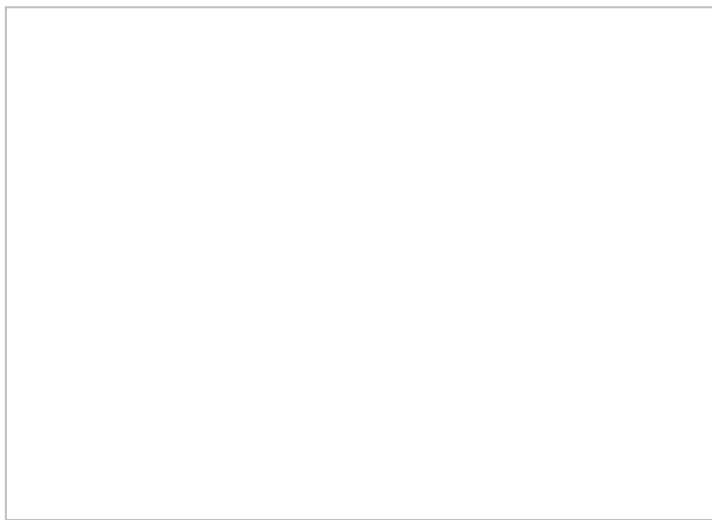
His podcasts are worth a listen. Check [this](#) one out.

"Goals.

There's no telling what you can do when you get inspired by them.
There's no telling what you can do when you believe in them. There's
no telling what will happen when you act upon them."

Jim Rohn

A great one from Tom Fishburne ...



A CMO By Any Other Name

EVENTS

Upcoming events In light of the current situation many of these are virtual

November 20 - December 3

AWS Re:Invent, Las Vegas

December 1

Silicon Valley Product Management Association Monthly Meeting

December 6-8

Gartner IT Infrastructure, Ops & Cloud Strategies, Las Vegas



KEY SUCCESSES

Devoto Group Testimonials

"I would highly recommend Jeff and his team at The Devoto Group if you want someone to help you find your next great job but also stay in touch and impact your career."

Sukesh Garg, VP of Product Management, RedSeal

"The Devoto Group did a fantastic job in bringing in our VP, Marketing. Working on a retainer, The Devoto Group was very professional and brought us two quality candidates within the first week and continued to present highly qualified applicants throughout the process. We filled the position within 60 days and couldn't be happier with the quality work from Jeff and his staff. The winning candidate has been doing a stellar job over the past 9 months and has proved to be a critical hire for Pulse Secure. I would highly recommend The Devoto Group if you are looking to fill a key executive level marketing or product management role on your team."

Jeff Green, SVP, Pulse Secure

"Jeff is a fantastic recruiter that I've worked with in the past for key product management and product marketing positions."

Michael used The Devoto Group for a key product marketing director hire when he was the CEO of tCell (acquired by Rapid7). He has subsequently made introductions to other CEOs to fill both marketing and product management positions

Michael Feiertag

ABOUT THE DEVOTO GROUP

Executive Search Built on Relationships

Founded in 1995, The Devoto Group is a leading executive search firm located in Redwood City, CA and serving the Bay Area. Our focus is finding talented individuals for marketing, sales, and product

management positions for our clients -- early stage and mature high technology companies. We work with only the leading edge Internet companies and we pride ourselves in locating high quality talent very quickly.

Our current focus is working with technology companies involved in networking, security, cloud and mobility markets.



Jeff Devoto, Managing Director

415.265.0534 | jeff@devotogroup.com

www.linkedin.com/pub/jeff-devoto/0/95/3b5/



Andrea Devoto, Founder

www.linkedin.com/in/andrea-devoto-19a46/

The Devoto Group | 415.265.0534 | www.devotogroup.com

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The Devoto Group
274 Redwood Shores Parkway
Redwood City, CA 94065
US

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