



THE DEVOTO GROUP, INC.
Executive Search Built on Relationships

March / April 2025

WHAT'S NEW



Announcements, Articles, New Information

Message from Jeff Devoto, Managing Director of The Devoto Group!

After some initial hesitation, the Devoto Group is excited to use AI tools in our search business. We are already seeing huge benefit in analyzing our clients (start-up to big, established companies) to determine how best to size up the competition, determine key companies to target on specific searches and much, much more.

Since our focus is in the market sectors of networking, cloud, and security we are already seeing incredible value in using AI tools to assist in our business endeavors.

Tell us — which of the following tools do you use or are your favorites in this exciting AI market —

- Claude
- Perplexity
- ChatCPT
- Other?

We would love to get your feedback and put in to our next newsletter.

A great cartoon from Tom Fishburne...



Gartner Hype Cycle - Interpreting Technology Hype

When new technologies make bold promises, how do you discern the hype from what's commercially viable? And when will such claims pay off, if at all? Gartner Hype Cycles provide a graphic representation of the maturity and adoption of technologies and applications, and how they are potentially relevant to solving real business problems and exploiting new opportunities. Gartner Hype Cycle methodology gives you a view of how a technology or application will evolve over time, providing a sound source of insight to manage its deployment within the context of your specific business goals. Learn more [here](#).

Google's Massive AI Day

Google just turned its Cloud Next 2025 event into an AI showcase of epic proportions -- revealing the company's most powerful chip ever alongside upgrades across its entire ecosystem. [Checkout](#) The Rundown AI for more information.

**"The challenge of leadership is to be strong, but not rude;
be kind, but not weak; be bold, but not bully;
be thoughtful, but not lazy; be humble, but not timid;
be proud, but not arrogant; have humor, but without folly."**

- Jim Rohn

13 AI Tools To Save You 1,000 Hours in 2025

Check out Futurepedia's video on 13 AI Tools that will save you 1,000 hours in 2025 [here](#).

CAREER OPPORTUNITIES



Current Openings

Head of Marketing - Fast Growing Cyber Security Client!

We are looking for a marketing professional to lead the marketing efforts of our client — a small, fast-growing, early stage networking cyber security company located in Cupertino. Their Secure Access Service Edge solution enable companies big and small to gain complete control over their network traffic, security, and privacy.

They have already captured a piece of the SMB market and are looking to move up into the mid-market and then the enterprise.

With your knowledge of outbound product marketing and demand generation tools you can help “get the word out” to these markets and capitalize on this viable solution

vable solution.

Director, Product Management / Senior Product Manager

Our client has asked us to assist them in finding a talented and visionary Product Leader with an extensive understanding of the market – customers, segments, technology, and players.

This role demands hands-on experience and deep knowledge of switching network technologies.

The ideal candidate will possess a minimum of 10 years of practical experience in campus switching, coupled with strong business acumen and market expertise. As a leader in their product management team, you will play a critical role in driving their product strategy, roadmap, and overall success — ensuring they remain at the forefront of secured connectivity innovation.

\$1,000 Referral Fee for finding the Winning Candidate for any of the above-mentioned openings!

Let us know if any of these openings interest you.

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EVENTS



Upcoming Events

April 28 - May 1

RSA Conference, San Francisco

May 14

Silicon Valley Product Management Association Monthly Meeting, via Zoom

May 14-15

AI & Machine Learning Summit, Boston

May 19-22

RedHat Summit, Boston

June 2-4

Gartner Marketing Symposium / Xpo, Denver

June 4-5

TechEx North America, Santa Clara

June 4-5

AI & Big Data Expo North America, Santa Clara

June 8-13

AI Con USA 2025, Seattle

KEY SUCCESSES



Testimonials

"While serving as CMO for a market leader in security monitoring and analytics, I partnered with The Devoto Group to strategically build a high-performing marketing and product management team. The Directors and Managers they helped me recruit were instrumental in driving exponential top-line growth and delivering outstanding business outcomes.

Over the past decade, I've continued to rely on Jeff and his team for critical hires due to their ability to consistently identify top-tier talent. The professionals they placed not only contributed to the immediate success of the organization but have also gone on to achieve significant career milestones — clear evidence of the quality and impact of their work.

I highly recommend The Devoto Group for their ability to deliver measurable results through exceptional talent acquisition."

— Steven Shalita, CMO

"The Devoto Group has been one of our primary sources for talent. They are adept at listening to our needs, providing guidance, and engaging candidates from outreach through post-employment. They consistently have been able to fill key product management, product marketing, and systems engineering roles at an expedited pace and with stellar hires. They have worked with us over the past 3 years and we value their services. I would recommend Jeff and his team to any high-tech company looking to build out sales and marketing teams."

— Scott Gordon, Chief Marketing Officer, Pulse Secure

"The Devoto Group is very focused on filling product marketing, product management and technical marketing roles for his clients in networking, security, cloud, and mobile market sectors. He recently presented me with two excellent product marketing opportunities including Blue Coat and I was very pleased with their services."

— Kevin Flynn, Director, Product Marketing

"The Devoto Group has been a long time recruiting resource for me over the past several years. Jeff and Andrea have a very strong portfolio of clients -- everything from early stage start-ups to big established companies. They have a very good understanding of key areas of marketing -- especially demand generation and outbound product marketing. They have always presented me with exciting roles and I am happy to recommend The Devoto Group if you are a marketing professional looking for your next opportunity!"

— Debbie Margulies, Director of DemandGen and Digital Marketing

"The Devoto Group worked tirelessly to help find the right job match and to prepare me for interviews that resulted from their hard work. Their

communication with me along the labyrinth of the hiring process allowed me to focus on crushing the interviews while they dealt with the background details. If you are looking for high-tech work, the Devoto Group should be your first call."

— Scott Emo, Director, Product Marketing

"Things are good here. Both Sales Engineers are doing really, really well. They fit in well with our culture, bring a ton of knowledge and experience and are very different from each other. Couldn't be more pleased with both of them."

— Rick Janssen, VP Global Field Operations, Plexier

"I worked closely with Jeff and The Devoto Group team and was very pleased with the enterprise sales candidates presented to us. Jeff found us a stellar sales rep that has become one of our top producers. Jeff's partner Andrea works with our Inside Sales team and she has placed several strong inside sales reps for us."

— Gary Taggart, VP, Worldwide Sales, Centrifly

Placements – Key Marketing, Product Management & SE roles

PRODUCT MANAGEMENT

Director, Product Management – Absolute Software

VP, Product Management – Citrix

VP, Product Management – Blue Coat Systems

VP, Product Management – Pulse Secure

Senior Director, Product Management – Pulse Secure

Director, Product Management – Megaport

Director, Product Management – Gigamon

MARKETING / SALES / SALES ENGINEERING

VP, Sales – Titanium, Inc.

Director, Product Marketing – Netskope

Director, Sales – RedSeal

Head of Sales - Feitian Technologies

Director, Product Marketing – tCell

VP, Product Marketing – Feedzai

Senior Director, Product Marketing – Elastica/Blue Coat Systems

Senior Product Marketing Manager – Netscout

Director, DemandGen – Cloud Cruiser

Senior Director, Marketing – PayNearMe

Director, Sales – Pulse Secure

Director, Sales – Arbor Networks

Director, Field Operations/DemandGen – Skybox Security

Director, Security Solutions – Gigamon

Senior Director, Product Marketing – Affirmed Networks

Director, Technical Marketing – Sinefa

Senior Director, Product Marketing – Sinefa

About Us

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 executive level individuals for sales, marketing, 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 on locating high-quality talent very quickly.

Our current focus is working with technology companies involved in the artificial intelligence

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



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