



THE DEVOTO GROUP, INC.  
Executive Search Built on Relationships

May /June 2025

## WHAT'S NEW



### Announcements, Articles, New Information

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

#### Fractional Executives are coming into vogue!

Recruiters are playing a crucial role in assisting their clients in finding fractional executives. Fractional executives, act as a bridge between companies needing specialized, part-time leadership for key marketing and sales objectives. Typically, smaller companies with limited budgets will hire these "part-time" executives who are experienced professionals. Here's how they operate:

Recruiters adopt a highly consultative approach, focusing on the client's business pain points and strategic opportunities where fractional executives can help.

- 1. Solving Business Problems, Not Just Filling Roles:** Instead of simply presenting a candidate's resume, recruiters highlight how a fractional executive can address specific business challenges, such as improving sales efficiency, optimizing marketing costs, or navigating a critical product transition. They emphasize the *outcomes* and *value* the fractional executive will deliver, rather than just hours or titles. They'll ask probing questions to understand the client's top priorities and their tangible goals, then position the fractional executive as a viable solution.
- 2. Highlighting Agility, Cost-Effectiveness, and Speed:** Recruiters emphasize that fractional executives provide executive-level expertise without the full-time cost or long-term commitment. They can be brought in quickly to make an immediate impact, pushing stalled initiatives forward or filling leadership gaps during busy periods or transitions. This flexibility and cost-efficiency are particularly appealing to small, growing companies.
- 3. Access to Specialized and Vetted Talent:** Recruiters and specialized firms boast curated networks of pre-vetted fractional executives with specific industry experience and previous success in a client's specific products/services. They assist clients in getting top-tier talent that best fit

products/services. They assist clients in getting top tier talent that best fit their needs as well as saving the client significant time and risk in their own search.

4. **Strategic Support and "Blitz" Impact:** Recruiters sell the idea of a "blitz" or rapid impact, where a fractional executive can quickly diagnose issues, implement solutions, and put building blocks in place for sustainable growth.

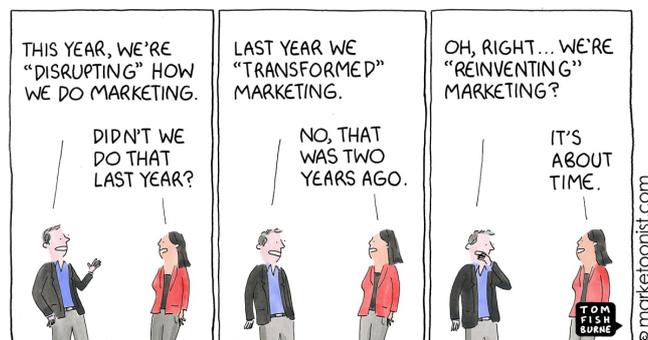
Howard Doherty, a Fractional CRO and advisor to the Devoto Group, provided his input for this piece on how to find and hire a fractional executive and the associated benefits.

The Devoto Group can help you find full-time or fractional marketing or sales executives to assist with your small, growing technology company.

Give us a call.

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### A great cartoon from Tom Fishburne...



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### Bottlenecks, AI, and Where Product Adds Value

Our friend Rich Mironov has a longtime connection with the Devoto Group. Rich has been a guest speaker for our executive luncheon program and publishes a timely and informative newsletter focused on product management. Check out [this](#) piece on AI in his latest newsletter.

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**"Work harder on yourself than you do on your job."**

- Jim Rhone

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### The Rundown AI

AI is dominating the news and we highly recommend the news daily from "The Rundown AI". See the latest piece that ran recently - "AI startup to automate the entire workforce" and more [here](#).

## CAREER OPPORTUNITIES



## Current Openings

### Director, Product Management / Senior Product Manager

Our client -- a John Chambers backed company -- 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.

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### Account Executive (coming soon) - Fast Growing Cybersecurity Client!

Our client — a small, fast-growing, early-stage networking cybersecurity company located in Cupertino — is looking for an experienced Sales Rep/Manager.

Their Secure Access Service Edge solution enables 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.

They offer a unique product offering in a fast-growing market sector in cybersecurity. So, if you have the sales skills and a strong track record of success, have worked in a small company environment, and know cybersecurity, we would love to talk!

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**\$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.**

**[jeff@devotogroup.com](mailto:jeff@devotogroup.com)**

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## EVENTS



## Upcoming Events

### July 9

Silicon Valley Product Management Association Monthly Meeting, via Zoom

### August 2-7

Black Hat USA, Las Vegas

**August 7-10**  
Def Con, Las Vegas

**August 11-13**  
AI4 2025, Las Vegas

**August 13**  
Silicon Valley Product Management Association Monthly Meeting, via Zoom

**August 25-28**  
VMware Explore, Las Vegas

## 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 Jenssen, 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

Sales Engineer – Plexier

## 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, networking, security, cloud and mobility markets.



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