



**THE DEVOTO GROUP, INC.**  
Executive Search Built on Relationships

July /August 2025

## WHAT'S NEW



## Announcements, Articles, New Information

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

The market appears to have perked up after a very difficult 2024. In early 2025 there were signs that employers were willing to make the necessary hiring and investment in the large pool of talented tech employees. This is a welcome development for everyone!

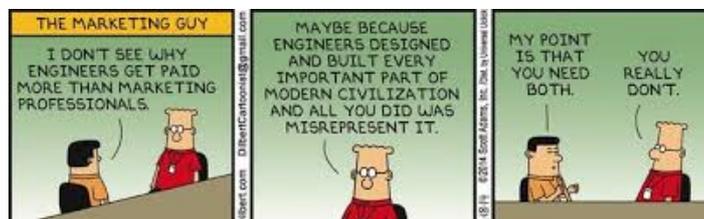
Also, we received some positive comments from our readers regarding our last newsletter that discussed the emerging "Fractional Jobs" market. Ragoo Nagar wrote:

"Hi Jeff, I loved reading your newsletter! Thank you for spotlighting fractional hires and the critical role they play in companies of all sizes. I hope more companies see the benefits of this type of hire...  
Best, Rajoo"

Rajoo is a talented marketing/product management executive and part of this "talent pool" I mentioned above. She excelled in a Sr. Director PMM role for one of our long-time network security clients.

"Fractional jobs" are a way for smaller companies to bring in talent, but certainly not a substitute for hiring a full-time, talented marketing, sales or product management executive.

### A great cartoon from Dilbert...



## When The Going Gets Tough

Below is part of a note from one of our long-time advisors which I refer back to when the going gets tough — like 2023 and 2024. “[Keeping the faith](#)” and “[Staying the course](#)” are good quotes to keep in mind when you run a small business like The Devoto Group! Sent at the end of 2023 by our long-time advisor and friend, Gary Stauble, who also runs a small business that assists and advises recruiters.

"Hey there Jeff,

As the year wraps up, I just wanted to send a little note your way. Running a small recruiting firm is not for the faint of heart, and I hope this season brings you a well-deserved break. It's been a year full of challenges and opportunities, and no matter where you found yourself on that journey, remember that your efforts make a big difference. Every day as a recruiter is a new adventure, and the resilience you bring to the table is something to be proud of.

Gary

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"If you just sit and observe, you will see how restless your mind is. If you try to calm it, it only makes it worse, but over time it does calm, and when it does, there's room to hear more subtle things - that's when your intuition starts to blossom and you start to see things more clearly and be in the present more. Your mind just slows down, and you see a tremendous expanse in the moment. You see so much more than you could see before. It's a discipline; you have to practice it."

- Walter Isaacson on Steve Jobs

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## Finishing Our (Money) Sentences

Our friend Rich Mironov has a longtime connection with the Devoto Group. In a recent [post](#), Rich discusses the importance of currency symbols ... we need to translate our major initiatives and product efforts into order-of-magnitude financial outcomes that include currency symbols if we want revenue-side leaders to pay any attention. Sentences lacking a \$ or € or £ are inaudible or uninteresting to them.

We highly recommend anyone involved with product management to subscribe to Rich Mironov's informative and entertaining newsletter.

## Woodside Capital Partners

I have worked with Woodside Capital Partners in the past and found them to be one of the better VCs in the Silicon Valley. [This](#) report outlines in a lot of detail what is going on in the industry from this venture capital firm's perspective.

## Executive Lunches Are Still Here!

The Devoto Group executive lunches have been scaled back, but we continue to host small (3-5 attendees) get-togethers at Il Fornaio in Palo Alto. Stay tuned for our next lunch.

## 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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### **Pre/Post Sales Support Engineer Manager/Director**

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

**September 10**

Silicon Valley Product Management Association Monthly Meeting, via Zoom

### September 17-18

The AI Conference, San Francisco

### October 8

Silicon Valley Product Management Association Monthly Meeting, via Zoom

### October 13-16

Oracle CloudWorld 2025, 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.



**Jeff Devoto, Managing Director**  
415.265.0534 | [jeff@devotogroup.com](mailto:jeff@devotogroup.com)



**Andrea Devoto, Founder**



**Sukesh Garg, Advisor**



The Devoto Group | 415.265.0534 | [devotogroup.com](http://devotogroup.com)

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

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