How we helped WeFox to quickly establish and scale their Product practice

wefox

How, through the clever use of Interim Leadership talent, we helped WeFox fast-track their product development process and scale their product team

WeFox Group is Europe's largest InsurTech company, disrupting its industry by enabling customers, insurance brokers and providers to manage insurance products digitally. Having raised a total of $235 million of funding in 2019 alone, the company is currently valued at more than one billion US dollars, making it Germany's first InsurTech Unicorn. As part of the wider WeFox Ecosystem, One Insurance is Europe's first 100% digital, fully licensed insurance carrier seeking to create an insurance experience that is transparent, simple, and fair.

Challenge

Having closed their largest funding round to date at the end of 2019, ONE Insurance (WeFox Group) were focused on exponentially scaling their digital product initiatives. Their main challenge was centred around a lack of senior talent and core competencies internally, having just hired their new CPO 6 weeks prior to our conversation.

We worked closely with their new CPO (Sam) to identify the best talent to support her in hiring, prioritising the growing pipeline & establishing core working practices for the new teams.

Process

The existing Product team at One Insurance were relatively junior and so we focused first on providing a Product Director who would help with basic process mapping, hiring & support Sam across the board on strategic topics.

We also identified a need for a Senior PM to address the growing pipeline & work directly with the development team based in Barcelona.

Within one week Match was able to provide both profiles who were able to take over operational ownership instantly. During the course of the engagement, we also supported the product team with Java Engineers to help product realise short term goals, without needing to wait for resource from the core tech team.

Key results

By engaging key, senior freelance PMs, Sam was able to create immediate impact, whilst staying within budget constraints.

The team were able to work on the backlog and initiate ONE's ambitious product roadmap. Their extensive experience in scaling products and teams, enabled ONE to reach critical strategic milestones and grow the product team to over 30 people over the following months.

Their support increased Sam's ability to focus on strategic planning and decision-making instead of being occupied with HR and product processes.

RAMP-UP	DURATION	TEAM SIZE	LOCATION	TECH STACK	ROLES COVERED
1 week	12 months	Elastic Teaming	Berlin	Java, Spring, Spring Boot, Hibernate, PostgreSQL, Mockito, Git, Jira Confluence	Product Director Senior Product Manager Java Engineers