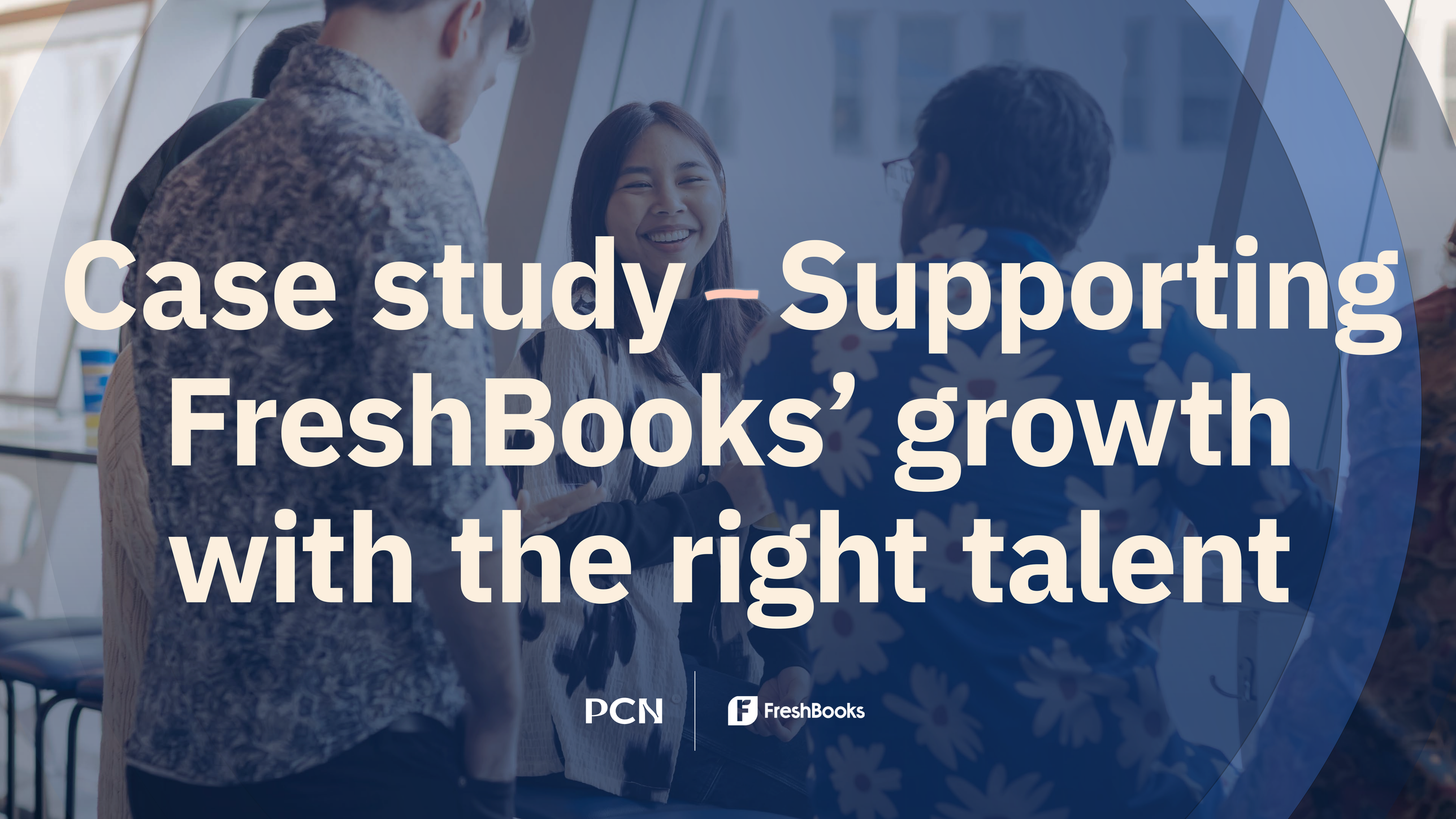


Case study – Supporting FreshBooks' growth with the right talent

PCN | FreshBooks

PCN | FreshBooks

Building out FreshBooks' team across product and technology

FreshBooks is a leader in small business management software, purpose-built to help service business owners simplify the financial complexity of running their business—from invoicing to cash flow—by bringing together the tools they need to manage finances, save time, and stay organized. Founded in Toronto, Canada in 2003, the company operates across North America and Europe.



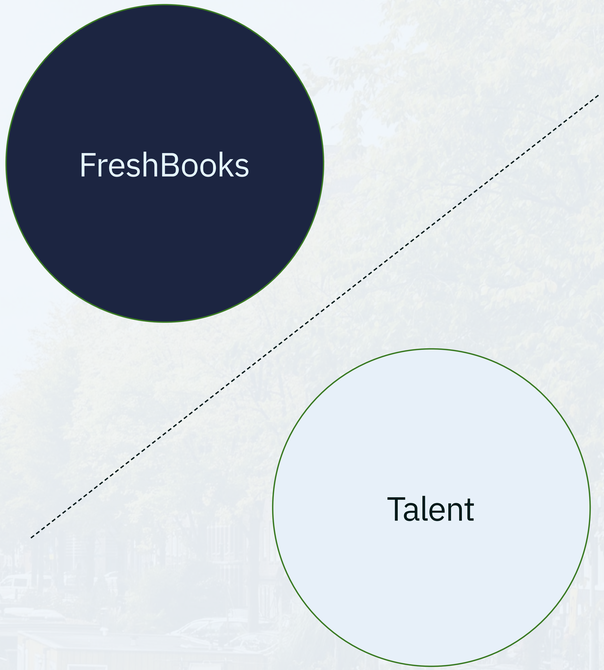
PCN

Our brief

FreshBooks partnered with PCN to strengthen its team in Amsterdam, recruiting across product, design and engineering. The search covered five key positions: Senior Product Designer, Front-end Engineer, Back-end Engineer, Group Product Manager and Product Manager.

The hiring need was driven by growth, with FreshBooks looking to strengthen its product capabilities and expand its Payments engineering team to deliver an ambitious 2026 roadmap while maintaining the reliability and quality of its day-to-day operations.

A key challenge was finding candidates with the right combination of technical skills, specialist fintech knowledge and relevant local market experience.



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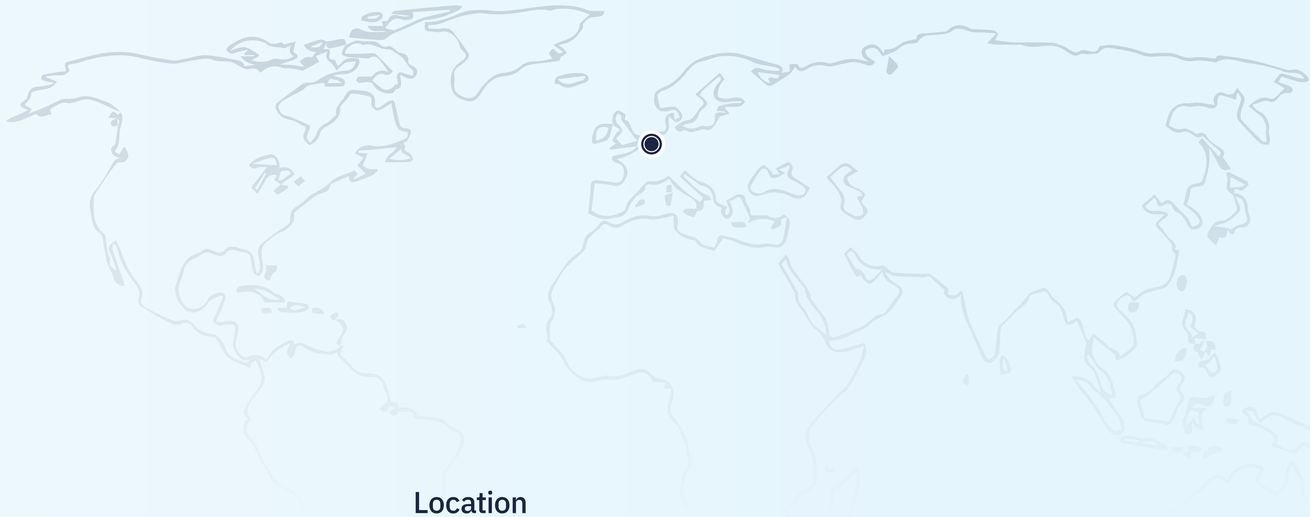
Our approach

PCN worked closely with the FreshBooks team to understand the requirements of each role, the challenges the new hires would need to tackle and the type of people who would thrive within the organisation.

Our specialist knowledge of the fintech and payments ecosystem allowed us to look beyond general experience and identify candidates with the right expertise. We understood the nuances between different areas of payments, small business lending, banking and financial services, as well as the technical requirements of the engineering positions.



PCN



The outcome

PCN successfully filled all five positions, strengthening FreshBooks' team across product, design and engineering in Amsterdam.

The new hires integrated smoothly into their respective teams, with both product managers and engineers making meaningful contributions early on. The engineers completed their onboarding and quickly became active contributors to ongoing projects, while the product managers brought valuable domain expertise, helping drive progress across the Embedded Payments Acceptance and Embedded Financial Services value streams.

Beyond their individual contributions, the new hires have helped strengthen the wider organisation, sharing knowledge with colleagues and supporting FreshBooks in developing better embedded payments and financial services experiences for its customers.

Location

- Amsterdam, The Netherlands

Placements / Roles

- 1x **Senior Product Designer**
- 1x **Front-end Engineer**
- 1x **Back-end Engineer**
- 1x **Group Product Manager**
- 1x **Product Manager**

PCN

The feedback from our client

"I would recommend PCN to fintech companies looking for a **recruitment partner** who takes the time to understand both the technical requirements of a role and the type of person who will succeed within the team.



The process was **responsive and efficient**, the candidates were well matched to our needs, and the engineers we hired integrated and contributed quickly."

Denis Delsol – Sr. Engineering Manager at FreshBooks

"PCN was a **strong partner** from the start. Rogier was collaborative in helping us define what we were looking for. He understood the problem statements these roles would need to tackle and the type of experience that would translate well to our position in the fintech ecosystem. A more generalist recruiter might treat fintech as a single category, but PCN **understands the nuances**.

If you're hiring for roles where **domain expertise** matters, not just fintech broadly but the specific slice of the ecosystem relevant to your business, PCN is worth the conversation.



They took the time to understand what we were building, the profiles that would succeed in those roles, and moved quickly to **source strong candidates**. The result was hires who were well matched to the work and productive from early on."

Andrew Gunner – VP of Product, FreshBooks

PCN

Illustration by: Jean Jullien

Let’s connect

To deliver a top service, it means you have to be on the pulse of the industry. Continue monitoring the ups and downs to keep you and your clients ahead of the rest.

If you are interested in how PCN can help your business grow, contact us/book a free consultation with us, we’re always eager to help you grow.

Interested to know more? **Contact us for more info!**

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