

Welcoming G Vives, Lattice's New SVP of Product | Lattice

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Executive Summary

This article is a corporate announcement published by Lattice introducing Guillaume (G) Vives as the company's new Senior Vice President of Product. The piece argues that Lattice is entering a new era of innovation centred on a 'People + AI' strategy, positioning artificial intelligence as an amplifier of human performance rather than a replacement. Key evidence presented is largely anecdotal and product-descriptive: Vives is noted as a former Lattice customer, cited as lending user-grounded perspective to product development. The article outlines Lattice's current product portfolio — comprising Performance Management, Goals & OKRs, Engagement, Grow, and Compensation modules — alongside Manager Tools and an AI Agent. Quotes from CEO Sarah Franklin and the incoming SVP frame the strategic direction. The article concludes by emphasising Lattice's commitment to an open integration ecosystem and its intention to concentrate investment on its Talent Suite. No empirical data, independent research, or comparative benchmarks are cited. The piece functions primarily as brand positioning and leadership onboarding communication.

Key Insights

1. Lattice is strategically narrowing its product focus to a defined Talent Suite — Performance Management, Goals & OKRs, Engagement, Grow, and Compensation — signalling a deliberate prioritisation away from broader HR platform ambitions.
2. The incoming SVP of Product, Guillaume Vives, is positioned as a former Lattice customer, a framing choice intended to signal product credibility grounded in end-user experience rather than purely technical or executive background.
3. Lattice's AI Agent is presented as capable of answering both administrative HR queries (e.g. benefits eligibility) and predictive people analytics questions (e.g. flight risk identification), suggesting an ambition to move AI from reporting to proactive decision support.

Practical Takeaways

- Lattice's announced strategic focus on its Talent Suite over broader HR platform expansion indicates a product roadmap concentration that existing and prospective customers may factor into vendor evaluation timelines.
- The open API and named HRIS integrations (BambooHR, Rippling, Workday, ADP, Humaans) reflect a stated 'no lock-in' positioning, which organisations evaluating HR tech ecosystems may use as a data point when assessing interoperability.

Frameworks Mentioned

OKRs — Objectives and Key Results methodology referenced as a named product module within Lattice's Talent Suite for aligning individual work to organisational impact.

Critical Analysis

Strengths: The article provides clear disclosure of Lattice's current product portfolio structure and integration partnerships, offering transparency about the platform's scope. The CEO and incoming SVP are directly quoted, lending organisational accountability to the strategic claims. **Limitations:** The article is a vendor-authored press release with no independent verification, empirical data, customer outcome metrics, or third-party validation. All performance and capability claims — including AI Agent functions — are asserted without evidence. The framing of Vives as a 'former Lattice customer' is unverified and used rhetorically. **Biases:** The article is explicitly promotional, written to generate positive sentiment around a leadership hire and reinforce Lattice's market positioning. The 'People + AI' narrative is consistent with broad industry marketing trends and does not represent original research or a differentiated finding. No limitations of the platform or the AI Agent are acknowledged.

Organizational Practice

The article describes Lattice's internal product organisation restructuring around a defined Talent Suite, the integration of an AI Agent into HR workflows, and the use of Manager Tools (1:1s, Weekly Updates, Feedback, Q&A Boards) as mechanisms for embedding continuous performance practices into daily organisational rhythms.

Strategic Implications

The article signals a vendor-level trend toward narrowing platform scope in favour of depth over breadth within performance management technology. The explicit 'People + AI' framing — positioning AI as augmenting rather than replacing human judgment — reflects a recurring positioning pattern among HR technology vendors navigating enterprise AI adoption concerns. The emphasis on open ecosystems and named HRIS partnerships points to competitive differentiation away from closed, single-vendor HR stacks.

Validation Status: passed
