

THE SEARCH

Following investment into the business, it became critical for our client to hire their first Chief Product Officer. This newly created role would be responsible for developing and driving the strategic vision for the next iteration of the product by transforming the user experience.

These outcomes would ensure Covers is positioned for growth with a product and experience that resonates with a next-gen, digital-first persona. One who values an experience that delivers surprise and delight along its user journey.

THE CLIENT

Founded in 1995, Covers is the leader of digital content and data that fuels sports fans and the sports betting industry. Their platform brings together expert insight, rich user experience, and a passionate community to help sports bettors bet smarter.

Covers is backed by international investors who have placed big bets on the company to ensure they gain market share and become the global go-to platform for content, insights, and experiences.

SEARCH REQUIREMENTS

This Chief Product Officer search had a scope of role similar to that of a General Manager. The number one requirement for this search was someone who is a product visionary and has the skills to reimagine the product and the business, creating a long-term product roadmap and modern user experience.

The second most important requirement was someone whose product experience was consumer experience focused for a product brand that applied a content-rich experience.



The CPO role was the single most important role that we had to fill on our recruitment roadmap. The Martyn Bassett team are experts in this space, which was evident from day one. They helped us hone in on and place a highly reputable product leader who is also very much aligned to our values.

– Meredith Buchanan, Head of Talent



SEARCH STATISTICS

Number of days to the first round of resumes: 12

Number of candidates considered: 14

Number of candidates interviewed: 11

Number of days to complete the search: 66

THE HIRE

- 20 years of employment experience and 12 in Product Management
- All of this candidate's product experience focused on consumer experience products (fintech, e-commerce, marketplaces, and travel tech)
- Most recently, they led Product Management at a Product Led Growth (PLG) digital company. Hired by the Founder/CEO to develop and scale what was a nascent product into a beautiful UX led, feature, and value-rich consumer experience
- Developed the overall business and product strategy including growth into new markets, monetization strategy, and the partnership integration strategy
- Built a product organization from 2-14
- Successfully secured the next round of investment to fuel the next generation of growth
- Engineering Degree & Pragmatic Marketing Certified

