

## THE SEARCH

Our client engaged us to conduct a search for a Head of Product whose mission would be to lead a recent acquisition. This mission would include standing up the new product asset, developing its business, and the go-to-market to realize the value of the investment.

This outcome would ensure that Covers is poised for growth with a product and experience that resonates with a next-gen, "digital-first" persona. A persona that 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

The most critical requirement for this search was someone who is a product management leader, capable of imagining a net-new product business.

The next most important requirement was someone whose product experience was consumer experience focused for a product brand that was based on a content-rich experience.



The Martyn Bassett team have an unmatched network and reputation within the product community. They understand the different types of product leaders and were instrumental in helping us find the type of visionary product leader we needed to take over and transform a new line of business.

– Meredith Buchanan, Head of Talent



## SEARCH STATISTICS

Number of days to the first round of resumes: 7

Number of candidates considered: 6

Number of candidates interviewed: 5

Number of days to complete the search: 71

## THE HIRE

- 13 years of employment experience, 9 of which have been in Product Management roles
- Experience managing multiple high profile digital products used by millions of consumers
- Experience leveraging Machine Learning to personalize experiences
- Most recently, this hire had been employed by a venture innovation lab; working with Founders on their early-stage ventures as well as ideating on product opportunities to find product-market fit and capital investment to enable growth
- Engineering Degree

