

THE SEARCH

This search - for the company's first CPO - was part of a larger search assignment to complete the company's executive team. It was critical we placed a mature experienced leader who would build and lead the business with the goal of securing a formal Series A and long term goal of an exit via acquisition.

THE CLIENT

Diversys has a vision to enable a world with no waste. They help to do this by providing an enterprise SaaS solution that enables organizations, in the circular economy, to better report and manage their recycling obligations such as compliance and ESG scores.

Toronto-based Diversys has secured working capital from Angel investors and has a Beta product with a number of early customers.

SEARCH REQUIREMENTS

This hire needed to be an accomplished product leader at a CPO or VP level with experience building an early stage software company. It was critical to the role that this person had market facing experience, driving strategic product decisions and scaling an enterprise business application. The cherry-on-top was experience leading a business to an exit.



What I value most about Martyn Bassett Associates is their partnership approach. They take the time to understand your business, its needs and provide you with the guidance and insights necessary to land the most suitable candidate.



– Roger Barlow, CEO & Co-Founder, Diversys

SEARCH STATISTICS

Number of days to the first round of resumes: 5

Number of candidates considered: 12

Number of candidates interviewed: 8

Number of days to complete the search: 93

THE HIRE

- 32 years of employment experience
- Experience building a software product business from zero revenue to \$25M
- The hire also had experience building a business through to acquisition, twice
- Computer Science + MBA

