Martyn Bassett
ASSOCIATES INC

THE SEARCH

Due to unprecedented global growth, Strategyzer required a Marketing Manager to manage inbound leads generated through various channels (workshops, conferences, social campaigns, books and product led growth initiatives through self-serve channels.)

THE CLIENT

Strategyzer is a global provider of innovation products and services that help organizations and their employees shift their mindset to achieve transformation and growth. Their conferences, workshops, books, apps and software products are attended or used by global brands such as SAP, 3M, Microsoft, Intel and MasterCard.

SEARCH REQUIREMENTS

The successful hire was required to have experience managing high-volume global marketing funnels and working within a product led growth model or online business model. Experience working in the professional development industry was considered an added bonus. The successful hire also needed to be able to work remotely and work with other distributed team members across multiple times zones.

> What I love about working with this team is they're there to help. I have weird requests, they jump on the phone and we figure it out. I need someone in a hurry, they hustle. I maybe need someone ages from now, they keep an eye out. I have a question about a salary, or am unsure about how to approach something – they know. We've used them for a few years, and we've had nothing but great experience working together. Wish I had found them a few years sooner.
>
> – Alan Smith, Co-Founder/CEO

Strategyzer

SEARCH STATISTICS

Number of days to the first round of candidates: 7

Number of candidates considered: 6

Number of candidates interviewed: 4

Number of days to complete the search: 35

THE HIRE

- 9 years of employment experience, 8 of which were in the corporate training and professional development industry.

- A creative communicator and presenter, capable of ideating and developing marketing materials and GTM programs that achieved desired outcomes and growth.

- Bilingual and had experience working in a remote/distributed model.