

THE SEARCH

Following a Series-B raise, Unibuddy had its sights on global expansion, specifically across the US market, which represented the largest market for them globally.

Until this time, product marketing was done by their UK-based team, focused on the higher education institutions across the UK and Europe. However, the company knew that the North American higher education market had significant differences from its counterparts and required someone with different experiences.

The decision was made to hire a US-based Product Marketer with college and university go-to-market planning and strategy experience.

THE CLIENT

Unibuddy is a UK-based B2B2C SaaS startup founded in 2017 and inspired by the Founder's personal experiences, who realized the need to disrupt how students make decisions throughout their education journey.

Unibuddy's SaaS platform enables prospective students to connect in a peer-to-peer format with existing students and staff, pre-enrollment when the potential student is evaluating schools and programs.

Unibuddy has grown to 135 employees and 450+ higher education customers across 35 countries.

SEARCH REQUIREMENTS

A \$33M venture raise was secured to drive global growth. This event led to our engagement by the CMO for two mission-critical hires. In this Case Study, we will feature the role of the Product Marketing Manager

- Experience working as a Product Marketing Manager for a B2B or B2B2C SaaS company
- Edtech experience and knowledge of ed-tech industry jargon and the targeted user persona.
- Successful development and execution of GTM strategies and software product launches that drove growth.
- A pro in positioning, messaging, sales enablement, internal communications, and cross-functional collaboration.
- Willing to work as a remote employee with global teams.



SEARCH STATISTICS

Number of days to the 1st round of resumes: 18

Number of candidates considered: 9

Number of candidates interviewed: 5

Number of days to complete the search: 52

THE HIRE

- 10 years of employment experience and 8 years as a Product Marketer
- 8 years of experience in the ed-tech industry marketing software for k-12 and higher ed clients
- Stood up Product Marketing, including its processes
- Partnered with 4 Product Managers to develop GTM and launch strategies that created new clients and drove demand
- Led a multi-product portfolio with 50 releases in 1 year
- Championed sales enablement strategies for a 60+ person sales org (including pitch decks, competitive intelligence cards, case studies, etc.)
- Owned the strategy, value prop messaging, campaigns, and lead nurture programs
- Communications Degree



Martyn Bassett Associates was a pleasure to work with and helped us place two critical roles in our Marketing team. They were consistently communicative, proactive, adaptable, and focused. I would work with Martyn Bassett Associates again without reservation.

– Nina Bilimoria Angelo
Chief Marketing & Strategy Officer

