

## THE SEARCH

Following a recent Series B raise, Unibuddy had its sights on global expansion, specifically the US market.

As a result, they needed to level up how they marketed globally and across the US. This role required a leader who could transform marketing into a revenue-generating center of excellence.

Their CMO defined the hire as “someone who has been there, done that” and could recognize what needed to be put into place to drive MQLs. Leadership skills were critical as this person would go on to hire, coach, and mentor a rapidly growing team.

## THE CLIENT

Founded in 2017, Unibuddy is a UK-based B2B2C SaaS startup inspired by the Founder’s personal experiences. They realized the need to disrupt how students were able to 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 to better evaluate schools and programs. Unibuddy has grown to 135 employees and 450+ higher education customers across 35 countries.

## SEARCH REQUIREMENTS

- Senior-level marketing experience working for a B2B or B2B2C SaaS company
- Accomplished, confident, and able to be the CMO’s ‘right hand,’ working in partnership to build the business globally
- The most critical requirement was proven successful experience leading teams of marketers
- Experience developing growth marketing strategies that drive MQLs
- Experience developing marketing strategies across multiple channels, including; email, ABM, SEO, and web/online
- Nuanced in their understanding of how to develop content-focused campaigns that drive leads across customer journeys and funnels
- Edtech experience was considered valuable
- Willing to work as a remote employee across global time zones



## SEARCH STATISTICS

Number of days to the 1<sup>st</sup> round of resumes: 10

Number of candidates considered: 9

Number of candidates interviewed: 8

Number of days to complete the search: 47

## THE HIRE

- 11 years of employment experience, all of which had been in marketing
- Experience working for marketing agencies and tech companies
- B2B SaaS customer acquisition experience across all channels
- Successful working in a nascent startup, standing up a marketing function
- Experience with PLG business models
- Highly accomplished marketer, scaling ARR by a 4x multiplier
- Accomplished at managing marketing spend efficiently to ensure profitable growth (ROAS) across all channels
- Recruited and managed teams as large as 11 and was responsible for content marketing, demand gen, paid social, and SEO
- Managed a \$9M USD budget
- Communications Degree



Martyn Bassett Associates was a pleasure to work with and helped us place two critical roles in our Marketing team. The team listened carefully to requirements, helped bolster our employer brand as they conducted the search, and ensured we could close our top candidates.

– Nina Bilimoria Angelo  
Chief Marketing & Strategy Officer

