



# Nest Wealth

“It was a great experience working with the Martyn Bassett Associates team. They took the time to understand what we were looking for, what stage we were at, where we were in our growth cycle, and what we needed from a Director of Marketing in order for our organization to be successful.”

-- Denise Willett, Chief Revenue Officer

# 13

DAYS UNTIL  
FIRST ROUND  
OF CANDIDATES

# 6

CANDIDATES  
PRESENTED

# 5

CANDIDATES  
INTERVIEWED

# 30

BUSINESS  
DAYS TO  
COMPLETE  
THE SEARCH

## THE SEARCH

NestWealth, a SaaS-based digital wealth management platform, engaged us to find their first **B2B Marketing Director**. They needed an experienced leader who could bring a strong balance of departmental leadership alongside execution to build and scale a high-performance marketing function.

## THE HIRE

This hire had nine years of marketing experience with the last five spent within B2B SaaS. They had experience leading and implementing revenue-driven campaigns, analytics & automation, growth tactics as well as streamline processes to scale Product and Marketing efforts. Experience revamping an entire marketing function, building a demand gen engine and outbound program that tripled SQL conversion.

Since joining, this hire built out the marketing team, executed on a huge backlog of items, and nailed down the strategy for the remainder of that year.