



"When hiring our first CPO, we were looking to branch out beyond our network. The Martyn Bassett Associates team was able to source candidates that we were wanting, but unable to get on our own. We were presented with a wide range of fantastic candidates."

Robert Chen, Co-Founder & Chief Strategy Officer

6

DAYS UNTIL
FIRST ROUND
OF CANDIDATES

10

CANDIDATES
PRESENTED

4

CANDIDATES
INTERVIEWED

25

BUSINESS
DAYS TO
COMPLETE
THE SEARCH

THE SEARCH

Backed by a large financial institution, this newly formed fintech was looking to hire a **Chief Product Officer**.

This was an unique role, as the hire would be employee #1 and report directly to the Board. Their mandate was to take the MVP and build it into a scalable product, ready for release.

THE HIRE

Over 18 years of employment experience, with eight years spent in finserv, and the most recent six years spent managing two high profile digital products used by millions of Canadians. They also had experience launching net-new consumer experiences across web and mobile, and are considered a subject matter expert in mobile banking products.

Their ability to re-image and release products through teams working in agile pods of Product Managers, Designers and Engineers was one of the key attributes needed to be successful in this CPO role.