

**COVERS**

"The CPO role was the single most important role that we had to fill on our recruitment roadmap. The Martyn Bassett team are experts in this space, which was evident from day one. They helped us hone in on and place a highly reputable product leader who is also very much aligned to our values."

-- Meredith Buchanan, Head of Talent

**12**

DAYS UNTIL  
FIRST ROUND  
OF CANDIDATES

**14**

CANDIDATES  
PRESENTED

**11**

CANDIDATES  
INTERVIEWED

**66**

BUSINESS  
DAYS TO  
COMPLETE  
THE SEARCH

## THE SEARCH

Following investment into the business, it became critical for Cover to hire their first **Chief Product Officer**. This newly created role would be responsible for developing and driving the strategic vision for the next iteration of the product by transforming the user experience.

## THE HIRE

Over a decade of product experience focused on consumer experience products (fintech, e-commerce, marketplaces, and travel tech). Experience reporting into a Founder/CEO to develop and scale a nascent product into a beautiful UX-led, feature, and value-rich consumer experience.

During their previous tenure, they developed the overall business and product strategy (including growth into new markets, monetization strategy, and the partnership integration strategy) and built out the product org, helping to successfully secure a new round of investment.