



# COVERS

"The Martyn Bassett team have an unmatched network and reputation within the product community. They understand the different types of product leaders and were instrumental in helping us find the type of visionary product leader we needed to take over and transform a new line of business."

-- Meredith Buchanan, Head of Talent

## 7

DAYS UNTIL  
FIRST ROUND  
OF CANDIDATES

## 6

CANDIDATES  
PRESENTED

## 5

CANDIDATES  
INTERVIEWED

## 71

BUSINESS  
DAYS TO  
COMPLETE  
THE SEARCH

### THE SEARCH

Covers was searching for a **Head of Product** whose mission would be to lead a recent acquisition. Their mission would include standing up the new product asset, developing its business, and the go-to-market to realize the value of the investment.

### THE HIRE

This candidate has 13 years of employment experience, 9 of which have been in Product Management roles. Experience managing multiple high profile digital products (used by millions of consumers) and leveraging Machine Learning to personalize experiences.

Most recently, they had been employed by a venture innovation lab; working with Founders on their early-stage ventures and ideating on product opportunities to find product-market fit and capital investment to enable growth.