



“We were impressed with both the speed and the high-calibre of candidates we had to choose from. Martyn Bassett Associates really listen to what you’re looking for and the entire process is very smooth and stress-free.”

-- Roger Barlow, CEO & Co-Founder

7

DAYS UNTIL
FIRST ROUND
OF CANDIDATES

4

CANDIDATES
PRESENTED

4

CANDIDATES
INTERVIEWED

32

BUSINESS
DAYS TO
COMPLETE
THE SEARCH

THE SEARCH

Diversys, a cleantech startup, was looking to hire their **first CMO**; this search was part of a larger search assignment to build the company’s Executive team. It was critical for the organization to land a mature, experienced leader who would build the business and support the sales efforts to significantly grow revenue and help secure a formal Series A.

THE HIRE

The chosen hire had 30 years of employment experience and was considered a subject matter expert in marketing complex enterprise-grade B2B software across multiple verticals. They also had deep expertise developing strategies for global markets, launching new lines of business and building startups (leading one of those businesses to a successful exit via acquisition).