



“Martyn Bassett and team delivered the results ExperiencePoint was seeking in terms of quality and breadth of candidates within our desired timeline. We are thrilled with our selected candidate – they have become an integral member of our team.”

-- Stephanie Tait, Managing Director

12

DAYS UNTIL
FIRST ROUND
OF CANDIDATES

8

CANDIDATES
PRESENTED

4

CANDIDATES
INTERVIEWED

41

BUSINESS
DAYS TO
COMPLETE
THE SEARCH

THE SEARCH

ExperiencePoint, a world-leading innovation capability-building company, was looking to develop a digital-first business model that would enable global scale leveraging their SaaS platform. This required them to find a **VP-level Product leader** who could champion the next-gen of their platform.

THE HIRE

This candidate had over 10 years of employment experience, 7 of which were in Product Management and leadership. They had extensive experience developing and leading technology based product experiences used and loved by millions of Canadians.

They owned the end-to-end product lifecycle: strategy, definition, design, delivery, and launch. A proven leader managing a team of 3-5 direct reports and a broader team of 20 cross-functional members. Achieved an Engineering Degree, MBA and multiple product related certifications including Foundations of Design Thinking by IDEO.