



UNIBUDDY

“Martyn Bassett Associates was a pleasure to work with and helped us place two critical roles in our Marketing team. The team listened carefully to requirements, helped bolster our employer brand as they conducted the search, and ensured we could close our top candidates.”

-- Nina Bilimoria Angelo, Chief Marketing & Strategy Officer

10

DAYS UNTIL
FIRST ROUND
OF CANDIDATES

9

CANDIDATES
PRESENTED

8

CANDIDATES
INTERVIEWED

47

BUSINESS
DAYS TO
COMPLETE
THE SEARCH

THE SEARCH

Unibuddy, UK-based B2B2C edtech startup, had just completed a Series B raise and had its sights on global expansion, specifically the US market. They needed a **US-based Demand Generation Director** who could transform marketing into a revenue generating center of excellence, driving MQLs and coaching a rapidly growing team.

THE HIRE

Over 11 years of marketing experience working for marketing agencies and B2B SaaS companies. A highly accomplished marketer, scaling ARR by a 4x multiplier, managing marketing spend efficiently (\$9M USD budget) to ensure profitable growth (ROAS) across all channels. Recruited and managed teams as large as 11 and was responsible for content marketing, demand gen, paid social, and SEO. They had experience with PLG business models.