



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

18

DAYS UNTIL
FIRST ROUND
OF CANDIDATES

9

CANDIDATES
PRESENTED

5

CANDIDATES
INTERVIEWED

52

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. To help drive this expansion, they needed a **US-based Product Marketing Manager** with college and university go-to-market planning and strategy experience.

THE HIRE

Over 8 years of product marketing experience within the edtech category. They stood up Product Marketing, including its processes and partnered with four Product Managers to develop GTM and launch strategies that created new clients and drove demand. They led a multi-product portfolio with 50 releases in 1 year as well as championed sales enablement strategies for a 60+ person sales org. They also owned the strategy, value prop messaging, and lead nurture programs.