



Uplinq

“I enjoyed working with Martyn Bassett Associates. They were knowledgeable and understood our requirements right from the outset. They got results and I wouldn’t hesitate to use them again in the future.”

-- Ron Benegbi, Founder & CEO

7

DAYS UNTIL
FIRST ROUND
OF CANDIDATES

8

CANDIDATES
PRESENTED

5

CANDIDATES
INTERVIEWED

29

BUSINESS
DAYS TO
COMPLETE
THE SEARCH

THE SEARCH

Uplinq had just received \$1.5M in pre-seed funding and needed to hire their first-ever **Head of Product** to stand up an MVP in an aggressive timeline. As employee #4 and a 1-person Product team, this hire would be required to establish the Product Management function and build a team post launch.

THE HIRE

This candidate has over 15 years of fintech experience, 6 years in product and 8 years as a small business lender for 2 Fortune500 financial institutions (both target companies for the client). Their experience also included 6 years at a Big5 which gave them insight into lending, commercial account management, and dealing primarily with SMBs.

Prior to joining Uplinq, they were focused on Open Banking, affordability and inclusion, and Consent Management solutions. They had also worked on advisory projects for ‘Buy Now Pay Later’. Additionally, they served as an advisor/consultant for North Americans fintech startups.