



As we began development on our new software development it was apparent, we needed a strong Head of Product to drive an effective development and thoughtful GTM strategy. This was a key hire for our business, so we turned to Martyn Bassett Associates. We were presented with multiple strong candidates making for a good problem to have, trying to distinguish who the best fit would be. The new hire has been fantastic driving our business forward and hitting all key deliverables.

- Craig Rowsell, CEO

9

DAYS UNTIL
FIRST ROUND
OF CANDIDATES

7

CANDIDATES
PRESENTED

5

CANDIDATES
INTERVIEWED

6 4

BUSINESS
DAYS TO
COMPLETE
THE SEARCH

THE SEARCH

Our client was undergoing a major digital transformation and was making a big investment into growing and expanding the software side of the business. They were looking for a **Head of Product** who would come in as the first product leader and champion this major initiative.

THE HIRE

Previously a Principal Product Manager for a SaaS company tasked with improving the product experience and tech stack. Leading their team, they developed and launched two new products, new API pricing and improved market positioning. This helped to grow revenue by 50% across their existing customer segment.