



# DR. BILL

“We appreciated Martyn and team’s ability to understand what we were looking for both in terms of experience and cultural fit. Throughout the entire process they provided transparent feedback and thorough candidate management. Despite our goldilocks requirements, this was one of the simplest and smoothest searches I’ve been a part of.”

-- Sarah Wilkinson, CEO

## 8

DAYS UNTIL  
FIRST ROUND  
OF CANDIDATES

## 10

CANDIDATES  
PRESENTED

## 5

CANDIDATES  
INTERVIEWED

## 30

BUSINESS  
DAYS TO  
COMPLETE  
THE SEARCH

### THE SEARCH

Dr. Bill, a venture-backed medtech startup, was looking to hire their first ever **Head of Physician Sales** who would report into their COO. Dr Bill needed a sales leader who could build a physician sales department from scratch (into the double digits), create processes, and build out a variety of channels (inbound, outbound, affiliate, conference, etc.)

### THE HIRE

This search required a particularly unique background and had proven challenging for the organization to find on their own. The chosen candidate had over 5 years in Medical Device sales, initially starting as a Sales Rep in 2015 covering the Greater Toronto Area before moving into a Territory Manager role in 2018.

They managed 7 Sales Associates (who they interviewed, hired, and trained) and their patch was worth \$6M+. Their team had exceeded their 13% growth targets every quarter since they took over. They also specialized in selling into Operating Rooms, Family Medicine, Sports Therapy, Neurosurgery, and GPs in Southern Ontario.