



Readdle is a mobile app developer and global leader of best-in-class productivity apps, including PDF Expert, Spark Mail, and Scanner Pro.

THE SEARCH

Readdle was seeking a **Head of Global Product Marketing** focused on B2C/B2B products who would spearhead efforts to drive growth, adoption, and engagement for a massively successful product with 35M+ users.

The role encompassed the end-to-end development of a new value proposition, positioning, and messaging and would help continue the product's positive momentum.

THE HIRE

- 8+ years of product marketing experience specializing in consumer tech, specifically global gaming companies (a huge focus area for the search).
- 5+ years of leadership experience and ran product marketing for one of the most popular video games on the global market.
- Previously a Head of Product Marketing, leading a portfolio dedicated to new game development initiatives. They led a team of 5+ cross-functional direct reports and managed a diverse range of product marketing responsibilities.

“ Thanks to Martyn Bassett Associates’ high-caliber candidate pool, we extended an offer quickly and saw immediate impact from our new hire. Their deep understanding of our needs made the process seamless and efficient.

— **John Woods, VP Product** ”

10

Candidates
Evaluated
by Recruiter

4

Candidates
Interviewed
by Client

39

Business Days
to Complete
the Search