CASE STUDY

3terra

"Martyn's team understood that we weren't hiring for a resume, we were hiring for how someone would work inside a small, technical healthcare company.

The shortlist was real, the process was direct and quick, and they listened when we said no and worked to understand why. The Hire has been excellent from the first week and is already shaping how we build product."

— Iain Robinson, CEO & Co-founder

Martyn Bassett ASSOCIATES INC

3terra is a B2B SaaS healthtech whose platform enables hospitals to improve the accuracy of clinical and administrative records which directly impacts funding access.

A recent private equity growth capital raise created an opportunity to expand the business into new markets while also deepening capabilities for their customer base.

We were engaged to conduct a search for their first **Product Manager**. Until this search, the Founder/CEO had been handling the role.

Martyn Bassett
ASSOCIATES INC

The Product Manager persona we sought needed experience managing and growing a successful product, as well as the ability to establish a scalable, repeatable product delivery process.

We ran a targeted search within a commutable distance to 3terra's office to ensure there would not be roadblocks to a hybrid model of work.

Our client interviewed 6 highly aligned candidates.

We completed this search in 5 weeks, from kickoff to the signed offer.

Martyn Bassett
ASSOCIATES INC

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ASSOCIATES INC

Hiring a Senior Product Manager?

We solve for that

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