



"I am a huge fan of Martyn Bassett Associates! Together, we ran a very successful executive search in record speed. They met or exceeded my expectations every step of the way. We were only presented with high quality candidates, and the team was thorough and attentive — a true partner!"

— Zak Hemraj, CEO

7

DAYS UNTIL
FIRST ROUND
OF CANDIDATES

12

CANDIDATES
PRESENTED

6

CANDIDATES
INTERVIEWED

41

BUSINESS
DAYS TO
COMPLETE
THE SEARCH

THE SEARCH

Following a period of substantive revenue growth and PE equity investment, Loopio (a global B2B SaaS provider) began hiring the next generation of leaders to help the company scale.

This included instituting the organization's first C-suite layer. This search represented the company's first **Chief Product Officer**, overseeing all of Engineering, Product, and Design.

THE HIRE

This leader has CPO scope and scale including product leadership of a global B2B SaaS vendor in the saalestech category with a \$4B+ valuation. They've delivered real world applications which leveraged AI, ML and large data sets. They also had led teams as large as 300 people, reporting to both the CEO and Board.

The "magic" of this hire was alignment on shared vision and communication style to the CEO, Co-Founder and extended C-suite.