



Roadpost

Martyn Bassett Associates proved to be strategic partners in our search for top-tier talent, expertly navigating a rigorous process to identify a candidate who is not only highly skilled but also perfectly aligned with our team culture.

-- Kim Layne, Chief Marketing Officer

4

DAYS UNTIL  
FIRST ROUND  
OF CANDIDATES

17

CANDIDATES  
PRESENTED

11

CANDIDATES  
INTERVIEWED

59

BUSINESS  
DAYS TO  
COMPLETE  
THE SEARCH

## THE SEARCH

Roadpost, a privately-held satellite communications solution provider, needed a **B2B Marketing Director** to drive new subscriber growth across all of their digital and traditional marketing channels.

## THE HIRE

The hire had 15+ years of experience leading B2B demand generation and performance marketing teams as well as 7 years of telecom experience.

In their previous role, they orchestrated multi-channel campaigns, played a pivotal role in campaign standardization, and managed a team of three. There they took a campaign budget of \$1M budget and generated \$50M in pipeline.

In a previous Senior Campaign Manager role, they were also able to achieve \$110M in net-new marketing pipeline.