



"Martyn Bassett Associates didn't just help us scale our product team—they truly became partners who understood our culture and growth vision, delivering product talent that fits seamlessly."

-- Daniel Shapiro, CPO

8

DAYS UNTIL
FIRST ROUND
OF CANDIDATES

10

CANDIDATES
PRESENTED

5

CANDIDATES
INTERVIEWED

34

BUSINESS
DAYS TO
COMPLETE
THE SEARCH

THE SEARCH

In light of a recent funding, along with a rebrand and new CPO (recruited by Martyn Bassett Associates), Workleap, an Employee Enablement SaaS, was on a growth trajectory and in need of a **Director of Product Migration** to upskill their product org.

Workleap required someone who had extensive experience with data-driven products, had managed large software suites, and owned P&L for a SaaS.

THE HIRE

This candidate was the VP of Product at a leading Canadian Automotive Marketplace platform, hired to establish a product roadmap and vision for a high transaction volumes platform. They built a 10-person product org and led the Design team to enhance UX.

Previously, a first product manager at an Industrial Maintenance SaaS startup where they shifted the company's focus from sales to product led, launching a native mobile product, creating an API integration roadmap, and building out a product team while also leading Engineering.