



“Working with the team at Martyn Bassett Associates was a game changer in our search for a VP Marketing. With their deep understanding of our business and culture, they were able to deliver top tier candidates quickly and supported us every step of the way. Their expertise and partnership was pivotal in filling this critical role.”

-- Jonathan Berlinski, Director Talent Acquisition

5

DAYS UNTIL
FIRST ROUND
OF CANDIDATES

7

CANDIDATES
PRESENTED

4

CANDIDATES
INTERVIEWED

28

BUSINESS
DAYS TO
COMPLETE
THE SEARCH

THE SEARCH

Workleap, an Employee Engagement SaaS, had a heightened sense of urgency concerning this **VP Marketing** role due to the size of the org which had been without a leader for a number of months. Our commitment was to apply a thorough evaluation of the market and deliver a curated selection of candidates - quickly.

THE HIRE

Recognized as one of the top women in her industry in Canada. Her solution category experience included modern B2B and B2B2C solutions delivered through web and native mobile apps, used by businesses to drive growth.

Experience includes an interim CEO position and organizational leadership of 40+ employees. She was responsible for architecting marketing strategies which delivered against revenue and growth targets, surpassing expectations.

An expert in conducting an orchestra across GTM, demand generation / growth hacking, content and social channels that deliver a consistent, cohesive message which levels-up a scale up to compete on a global stage.