

CANNEX

When a financial services company suffered a tragic loss on their senior team – it was a delicate point in their trajectory and a tough void to fill.

CANNEX is a world-class data service that enables financial institutions to automate the application processing and administration of bank and annuity products in Canada. Many highly reputable Canadian and U.S. media publications rely on CANNEX for comprehensive, timely and accurate financial product information.

Lowell Aronoff, CEO of CANNEX is the mathematician who had developed the algorithms that helped build his company to the point where they had a strong control of their market. Dealing with the sudden passing of his partner, who was an integral role on the management team and essentially the public face of the company - there was a big void to fill.

It was a very delicate stage and a unique role to fill. CANNEX was very stable, they owned the market and continued to innovate, but the next steps with regards to who was going to take over the customer facing senior sales position was crucial to their longevity - especially with a company that boasts little to no turnover spanning a quarter of a century.

They were looking for someone senior within the financial services industry, who understood transaction processing and the need for automation among banks and brokers - and not to mention they had to fit in with a very unique workspace and tightknit culture.

Martyn got to work and shortlisted a handful of high-performing candidates and helped Lowell and his team sell the talent on their vision and plans moving forward. For a company that has proven their position as a major player within the financial services industry, their vision was an easy sell. Lowell found the person he connected with and meshed well immediately with his senior team.

"Martyn had a great understanding of what we wanted from the get go, and we really hit it off with Kimberley - it was just a perfect cultural fit."

- Lowell Aronoff, CEO, CANNEX

