



## Canopy Labs

**After wisely investing into their engineering team, Canopy Labs knew they needed to turn their focus towards building out a more scalable framework for sales. Here's how they got help reinforcing their team.**

Canopy Labs are leaders in analyzing, segmenting and predicting any customer journey with their cutting-edge technology designed to help their customers power their marketing.

### THE BACKGROUND

Canopy Labs had done all the right things. They focused on sharpening their product and invested well into their engineering team, which allowed them to be successful at targeting small and mid-sized companies.

Then came the inevitable point in their evolution where they were expanding to become more enterprise focused – and this meant building out a more scalable framework for sales.

And given the unique nature of their product, CEO Wojciech Gryc recognized they needed a larger and diverse sales team that came equipped with subject-matter expertise in different industries in order to have a scalable process for growth.

That's when one of his advisors referred him to Martyn.

*"Martyn is someone that is easy to get along with both on a professional and a personal basis."*

- Wojciech Gryc, CEO  
Canopy Labs



## GETTING TO WORK

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Having come highly recommended by a senior member on his team who had worked with Martyn in the past, Wojciech immediately felt comfortable in the process and leaned on Martyn's team to help reinforce his sales team.

## OPEN LINES OF COMMUNICATION

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"Martyn was very open and helpful in terms of pushing back on what was realistic, what are the best ways to find talent and how to interview them," said Wojciech. "He was comfortable sharing a lot of great advice and processes that stems from his wealth of experience in this field."

## COACHING THROUGH THE INTERVIEW PROCESS

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Wojciech requested to have Martyn be involved in the initial round of interviews to help give objective feedback on candidates and to provide a framework of questions. In addition to this coaching, Martyn also helped hone the messaging around the company itself in a way that was attractive to top sales leaders and their own career trajectory.

**"Martyn understands that when attracting senior leaders of any sort, you need to make sure they're joining a company that aligns with their vision – and his consulting in this area was unmatched."**

## PROVIDING END-TO-END COUNSEL

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Martyn didn't just fall off the radar after Wojciech and his team brought Aly on board, the end-to-end counsel meant that Martyn was checking in regularly to make sure everyone was happy and it was the perfect fit for both parties.

**"It didn't feel transactional; it felt very much like he was working with us to make sure we found someone that was going to be successful here – and ultimately make us more successful."**

"Not only was it great to work with him – but just the fact that he's done this so many times, across so many industries and technology companies made us more productive as a team. It would be hard to be effective in such a short amount of time without working with Martyn."