



HOW ONE OF CANADA'S BEST MANAGED COMPANIES WAS POISED FOR INTERNATIONAL GROWTH AS A REFLECTION OF ITS STRONG LEADERSHIP CORE AND ATTRACTING THE BEST TALENT IN THE MARKETPLACE.

Cority was named one of Canada's Best Managed Companies with revenues over \$10 million in 2015 for excellence in business performance. They were the recipient of this prestigious award thanks in part to their management team's commitment to profitable growth, increasing revenues by over 25% year on year for five years while nurturing a best-in-class company culture that supports employee development.

Cority's vision is to be the most trusted global brand in EHS software and it started with a strong leadership core.

The origins of this Canadian business success story can be traced back to over a decade earlier with a partnership that helped set the framework for attracting the best talent in the marketplace today.

THE LONG-TERM PARTNERSHIP THAT HELPED SET THE STAGE FOR GROWTH

In 2014, Greg Durand joined Cority as the Vice President of Global Sales bringing with him over 20 years of Sales, Business Development and Marketing management experience. Martyn and Greg went back many years, but the relationship really gelled when he joined Cority.

Fast-forward to 2014, Cority's CEO was expanding the company, reinventing the sales function and starting to develop their market approach. And as the organization evolved, Greg needed help to round out a company that was primed to execute in a growth industry. And with Cority's expansion on the rise, he knew it was important to set up an infrastructure and an effective sales process that was capable of driving that growth.

"Over time, a recruiter can get a good sense of the type of people and the quality of people you're looking for. You can always share position descriptions, ideas about the role, some of the success criteria and as a recruiter you start to get a really good sense of the quality and character of candidates and what will be a good cultural fit – it's something you learn when you work a lot together over time."

*- Greg Durand
Vice President of Global Sales.*



HOLISTIC SALES APPROACH TO RETOOLING THE TEAM

Over the years of working closely with Greg, Martyn quickly learned what he was looking for in a candidate, which helped streamline the pre-screening process so Greg could narrow his focus on three or four top-tier candidates.

"Martyn has a real forte around sales and sales management people and he was able to help shortcut the recruiting process by consistently bringing great candidates up front."

With the company rapidly scaling and piercing new markets, it was time to beef things up with the Presales Support to help the sales team articulate the nuts and bolts of their application. Martyn was instrumental in finding the first couple of people in the Presales group that could build out that function and speak the language.

With a powerful Presales team fuelling the enterprise and the lead generation team keeping the pipelines flowing, they shifted their focus to Account Executives and a Customer Success team to build that operation out even further. He quickly got to work and found customer focused candidates who were amazing at discovery with their ability to effectively diagnose issues. These Client Account Managers not only took great care of these key accounts but also helped grow their revenue – which took a major headache off of Greg, as he was able to focus on grooming the right people for the right roles.

EXPANSION IN LATIN AMERICA

In the summer of 2015, as Cority continued to expand, opportunities started to boom in Latin America and they needed someone to move the operations forward to support the success for customer growth. Cority went to work shoring up a few holes and assembled a world-class sales team to run the Latin American operations that sustained their growth.

“It’s a tricky thing to find the right people based in Toronto who can go and sell to distant markets and how to sell in a SaaS world with the right language skills - you can imagine it’s like finding a needle in a haystack and Martyn came up with great candidates that we used to fill a number of roles.”

Cority is the global leader in EHS software and is the choice of over 300 worldwide organizations. This partnership is a testament to the pride Martyn Bassett Associates takes in facilitating growth and helping to shape tomorrow’s landscape of technology companies.

We view everything through the lens of being a long-term partner in their success – that will always be our commitment to our clients. There are many vendors, but very few true partners.



CORITY PLACEMENTS SINCE 2014

- ▶ Presales Support x3
- ▶ Senior Sales Operations
- ▶ Client Account Manager x2
- ▶ Account Executive
- ▶ Strategic Client Account
- ▶ Manager
- ▶ Sales Operations