

**For Immediate Release**

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## **Toronto on Track to Become North American Hub for Tech Startups**

### Top Recruiting Firm for Tech Industry Leads the Charge

**TORONTO, ON:** Toronto is set to contend as one of the biggest North American hubs for technology startup activity over the next five to ten years fueled by a supportive local government, affordable healthcare, favourable currency exchange and a vibrant city centre, as explained by a recent article on popular tech blog, TechCrunch.

More importantly, Toronto is home to a strong and expanding network of local venture capitalists and bright, talented minds launching startups and getting involved in high-growth ventures. Highly specialized talent recruiters that have the networks and know-how to place top talent resources in these venture-backed startup environments are also supporting this ecosystem that is breeding Toronto's thriving startup culture and putting Silicon Valley on notice.

Martyn Bassett Associates has been at the forefront of Toronto's tech space as the city's number one sales recruiter for over a decade, placing over 500 top-tier, high performance sales candidates in high growth technology companies, including Shopify, ClearFit, Achievers, Leonardo, Influitive, Eloqua and more.

Toronto is starting to recapture a lot of the high-caliber founders that left to work in Silicon Valley and are now coming back to build businesses in Canada, which are already home to a number of successful venture-backed businesses; Shopify, Influitive and Vidyard.

## Expansion in Marketing, Product Management and Technical Recruiting

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In response to a demand for highly skilled talent to generate demand and drive product growth, Martyn Bassett Associates expanded its recruiting services to include marketing and product management roles in early 2015. Since then, the firm has made a number of key marketing and product management placements at established technology companies, including LookBookHQ, Leonardo and Logibec.

The firm has continued to expand its scope this year to offer recruiting services for technical and engineering roles, making a number of successful placements in the first quarter and has been at the forefront of Toronto's strong startup foundation.

## Extending Services to Kitchener-Waterloo Tech Market

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Martyn Bassett Associates' reputation and track record for top talent in the technology sector has also led to a natural expansion geographically to Kitchener-Waterloo, a thriving hub for tech companies, where the company have conducted searches for Vidyad, Igloo Software and eSentire in Cambridge.

"Our mission is to be the trusted, long-term talent sourcing partner for all senior-level roles within leading technology companies. Expanding our service offering to include product management, marketing and technical and engineering roles was a strategic next step for us," says Martyn Bassett, Owner, Martyn Bassett Associates.

## About Martyn Bassett Associates:

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Martyn Bassett Associates is Toronto's premier recruiting firm for sales, marketing, product management, technical development and engineering roles in the technology industry.

Founded in 2001, the firm is a reflection of founder Martyn Bassett's 30+ years of recruitment experience, dedication to client service and unparalleled ability to identify high quality talent. Martyn Bassett Associates builds deep and lasting relationships with elite talent, cultivating top-performing teams and making senior, strategic placements for partners of all sizes within the software and technology sector.

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