

AssemblyAI marketing leadership verification

Research Sample 01 | Decision Maker and Authority Verification

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Independent Research Sample — created for portfolio demonstration using public sources. No client relationship is implied.

Result

Delaney Hertlein is a supported first contact for a hypothetical marketing research or positioning discussion. Public sources identify her as VP of Marketing and support leadership of the function. Final purchasing authority and active buying intent are Not Verified. [A06, A08, A13]

Confidence: High for the current public title; Medium for first-contact suitability. Public information cannot establish a vendor approval chain.

Research question and scope

Who appears relevant to an initial conversation about external go-to-market research, positioning or content strategy, and where does the authority evidence stop? This is a hypothetical contact-mapping exercise, not an assertion that AssemblyAI is seeking a supplier.

AssemblyAI supplies voice AI infrastructure. Its careers page describes US offices and a remote-first international team. Precise headcount and funding totals are excluded from this brief because the available company materials do not provide a consistent, independently verified scale measure. [A01, A02, A06]

Authority evidence

Claim	Assessment	Evidence and boundary
Current public title	Verified	Official leadership page names VP of Marketing. [A06]
Marketing leadership	Strongly Supported	Roach describes a handover to Hertlein; Hertlein describes team planning. [A08, A13]
Strategy and brand remit	Verified as company-stated	Official role description; no detailed delegation document. [A06]
Budget or signature authority	Not Verified	No reviewed evidence establishes procurement approval, budget ownership or contract signing.

Verified describes the specific public representation. It does not mean that employment records, budgets or internal authority have been independently audited.

Reporting relationships and alternative stakeholders

Roach’s departure post supports succession in marketing leadership, not a current reporting line. The Head of Sales job description says the proposed role reports to the VP of Customer Solutions and works with Marketing. This is a sales-role reporting statement; it does not show who manages Hertlein. [A02, A08]

Dylan Fox is publicly identified as founder and CEO. Seniority alone does not establish his involvement in marketing supplier selection. The available evidence does not justify adding a CEO approval step. [A06, A09, A10]

Recent business signals

Date	Observed public activity	Permitted interpretation
15 Sep 2026	Dictation API announcement. [A18]	Verified announcement; an occasion for messaging research. Relevance to an outside provider is Inference.
7 Jul 2026	Universal-3.5 Pro async release. [A17]	Verified announcement; product positioning context. Hertlein’s ownership of this launch is Not Verified.
23 Sep 2026 access	Head of Sales vacancy and sales expansion plan. [A01, A02]	Verified posting content; planned hiring, not proof of realized growth or external services demand.

Earlier 2025–February 2026 launches and category articles remain in the research pack as historical context. The February free-usage offer is expired. Product claims are attributed to AssemblyAI and were not performance-tested. [A03–A05]

Counterevidence and unresolved points

Sharebird still displays a Senior Director title. The Org combines a VP heading with an older Director biography and marks the record unverified. These records require caution about chronology; the accessible company page and participant handover account support the present public title. The exact promotion date remains Not Verified. [A06, A08, A14, A15]

The marketing reporting line, discretionary budget, vendor process and present buying intent remain Not Verified. A testimonial naming Hertlein’s current title provides limited external corroboration, but it does not prove AssemblyAI has hired that consultant. [A16]

Research conclusion

Use Hertlein as a functionally relevant starting point, with Medium confidence in contact suitability. Confirm ownership of any proposed work before treating her as a buyer. The public record is sufficient for a restrained contact hypothesis; it is insufficient for a procurement map.

A suitable conversation angle would reference the Dictation API release and ask whether product positioning or customer research falls within her team's remit. Do not imply a known budget, problem or active search for help. [A18]

Selected sources

[A06 AssemblyAI official leadership and media page](#) • Undated

[A08 Christy Roach departure and handover post](#) • Exact date Not Verified; relative age displayed

[A13 Hertlein marketing team planning post](#) • Exact date Not Verified; relative age displayed

[A02 AssemblyAI Head of Sales role description](#) • Undated

[A17 Universal-3.5 Pro async announcement](#) • 7 July 2026

[A18 Dictation API announcement](#) • 15 September 2026

[A14 Sharebird historical role record](#) • Undated profile; answers show relative ages

[A15 The Org inconsistent role record](#) • Undated

[A16 Seth Hanes testimonial attribution](#) • Undated

Source IDs match the accompanying research pack. Each source has an access outcome, locator and limitation there. Links are clickable.

Method and evidence labels

I checked the supplied links, compared current public role descriptions with historical profiles, refreshed dated signals and separated participant statements from external corroboration. Company and professional statements establish what their authors publicly represent; they are not automatically independent evidence.

Verified = direct support for a narrowly worded public fact. Strongly Supported = converging evidence with a material limitation. Inference = reasoned interpretation. Not Verified = insufficient accessible evidence. Confidence applies to the stated conclusion, not to unknown procurement authority.

No company or individual was contacted in this review; no private contact details were sought. Access dates record this review; undated pages and search indexes may lag changes.