



BRENNAN
GROUP

COAST TO COAST COVERAGE

SUMMER AUGUST 2022 CRO ALL-STAR NEWSLETTER

Brennan Group recently placed several Chief Revenue Officers (CRO) and Heads of Sales (HOS) and has a pool of 20+ all-stars on deck

Kate Brennan is one of the first phone calls by the top 1% sales leaders in the nation when open to a move

Brennan Group places all executive C-Suite and Board Director roles across the nation from start-ups to public companies. Our clients often retain us time and time again to partner in building their executive team.

After 20 years as an operator helping to build Enterprise Software companies in sales and sales executive roles, and 11 years interviewing hundreds of Heads of Sales as a recruiter, Brennan Group is proud to be actively engaged with some of the most coveted sales leaders in the market.

CEOs, investors, and board directors retain Brennan Group to recruit top-tier sales leaders more frequently than any other role. While these roles are the most critical to company growth, companies often get this hire wrong - as salespeople are good at selling themselves. Due to Kate Brennan's former sales operator expertise and our unmatched candidate pool, our clients and candidates alike trust Brennan Group to find the best fit.

The profiles we seek - and deliver - are more than resumes. We collect hungry sales leaders that role up their sleeves, implement process, build the playbook, fine tune the GTM, are followed by the best sales teams, and scale from \$XM to \$XXXM+ and through multiple successful exits.

Our candidates are often being pursued and have multiple opportunities. However, they are cautious, selective, and trust Brennan Group to guide them to the best.

OTHER RECENT EXECUTIVE SEARCH ROLES ON DECK

- Head of Sales Up-and-Comers (*Groomed by top CROs*)
- Chief Marketing Officer
- Chief Product Officer
- Board of Directors
- Chief Data & Analytics Officer
- Chief Ecosystem Officer (*Head of Business Development & Partnerships*)
- Head of Global Product Marketing
- Healthcare & InsurTech Sales & Services President/GM

HERE'S A SNEAK PEAK AT THESE ALL-STAR PROFILES

INDUSTRY AGNOSTIC LEADERS

Ad Tech, SaaS, Marketing Services & DaaS CRO

- Global EVP Commercial at marketing services organization w/ growth in revenue from \$10MM to \$100MM over 4 years - this led to two events/acquisitions in 2009 and again in 2015 for \$1.2B (both PE acquisitions)
- SVP Business Development and Client Development (leading new business and growth of existing business) across multiple verticals - team drove over \$100M in top line growth at 70%+ margins - over delivered EBITDA by over 50%. Led to acquisition in 2019 for over \$3B+
- CRO for SaaS/Data and Tech organization. Transformed commercial and GTM organization with 12 consecutive months of 30%+ growth in revenue. This led to acquisition 12 months into role for over \$1B

CRO & CEO - SaaS Leader

- CEO (IT, Network & SOC automation) who drove ARR from < \$2M to \$30M, for a 157% CAGR and an \$111M exit in 38 months
- AVP/GM Sales (HCM) who scaled ACV bookings \$4.6M to \$29.7M for a 60% CAGR over 4 years, contributing to a \$3.5B acquisition
- Head of Sales (Web Self-service, Call Center Automation) drove booking CAGR of 135% in 3 years, contributing to \$260M Oracle acquisition

SVP Global Sales

- Proven GTM leader who has managed and led all GTM functions in companies ranging from \$4M ARR to \$150M ARR
- Participated in 3 successful exits totaling \$1.3B
- Has spent the bulk of his career is selling business applications to LOB executives and the C-Suite

CRO, CEO & BOD

- Proven insurance, financial services and a vertically focused executive leader and cloud platform solutions expert
- Scaled companies from \$10M to \$100M, driven EBITDA from 40% to 57%
- Participated in 1 IPO & 3 acquisitions while selling to C-Suite buyers
- A focus selling into the fortune 1000 space; however, with experience ranging from SMB to mid-market & enterprise

CRO & Global VP of Sales

- Enterprise subscription software sales leader for the last 12 years through 5 acquisitions
- Joined current company at \$5M ARR with 7 people on the sales team; the company was acquired after 2 years, and after 4 years they are doing \$110M this year with over 50 people on the sales team

MORE INDUSTRY AGNOSTIC LEADERS

CCO & CRO

- Groomed early days at Parametric technology (PTC)
- Most recently rose through the ranks to CRO of 1300-person organization, contributing to an IPO and subsequent \$5B sale
- Primary experience with IT infrastructure solutions to enterprise and mid-market companies spanning all industry verticals

CRO & CEO

- Groomed early days at Parametric technology (PTC)
- Ran global sales at a company through 4 rounds and IPO
- Sales leader at 3 companies through acquisition by Oracle, Symantec, and BMC
- On the market summer 2023

CRO, CCO, COO & President

- Financial industry, B2B Enterprise SaaS, services and data expert
- Began at a company with \$5M in revenue, and ultimately ran the \$130M software and services business as Global Head of Sales
- The total business created was \$250M in revenue with 30% being ARR and 70% margins
- They were acquired twice; with the second acquisition, 5 years later, being 10x the first

CRO

- B2B and B2B2C go-to-market design and execution, all aspects of field operations, demand generation, direct and partner sales across all segments/sectors, customer success, marketing, business development, channel/partner, sales excellence, venture funding, M&A and venture integration
- Has been in multiple pre-series A start-ups and driven broad global expansion
- Scaled growth from \$0-\$157M ARR, \$1M-\$120M ARR and \$0-to over \$1B ARR in revenue
- Deep experience partnering with CEO on fundraising, global expansion, and all channels of execution including partnerships and BD
- On the market end of 2022

CGO & SVP Sales

- Ran and scaled 3 NA HCM businesses from \$50M - \$200M+ ARR
- 85 to 130 sellers - \$2B revenue and greater enterprise
- Company's total business is \$500M total; he runs \$210M
- Helped deliver double-digit YoY revenue growth
- Believes the growth portion of the product life cycle is the most "fun" and is looking to help his next company get to \$100M, \$500M & \$1B in revenue

MORE INDUSTRY AGNOSTIC LEADERS

CRO

- Experience in Fortune 50 companies and start-ups with a focus on Tech and SW/SaaS across multiple verticals
- She has managed organizations of 400+ and revenue up to \$300M - is currently leading a team of ~100
- Lead a national team in a \$1.6B segment of a \$40B tech company
- Full P&L responsibility as CRO for a healthcare SaaS start-up leading sales, marketing, and customer success
- Notable achievements include 320% Y/Y ARR growth in 2020, 140% of company revenue

SVP Global Sales

- Grows teams as a second-line and third-line sales leader for Enterprise Software companies; has recruited and managed in US, Canada and Europe
- Forte is growing sales teams from \$20M to \$50M + with a sound, repeatable process focused on three pillars of: People (Recruit, Enable and Retain); Developing a Pipeline Flywheel which produces consistent and repeatable pipeline of 3X+; and Strong Operational Discipline focused on measurable outcomes including Pipeline Coverage, Time to Productivity, Sales Cycle optimization, close rates and other key KPI's
- Martech, BI/Analytics, AI, Fintech, Supply Chain, Procurement

CRO

- Built/led NA to help drive company ARR \$70M - >\$100M, 40%
- Has taken companies from 45m to over 100m in ARR
- YoY growth 2 years at Fortune 100 companies after over 11 years at Salesforce.com
- Frequent guest speaker on numerous Technology Panels addressing SaaS, Financial Services, CRM, ERP, PSA, and eSignature, in addition to being a podcast host
- Experienced with taking companies through growth stages from Pre-IPO to Public
- Leverages his immediate access to a turnkey team of industry elite veterans to provide instant impact to revenue and growth

VP Enterprise Sales

- A builder; experience leading and scaling teams in variety of maturity phases including series A through post IPO
- Grown teams from 8 directs and ~\$8M ARR to over 30 person-organizations and ~\$28M ARR
- Evolved/grown teams from front-line leadership roles through third-line leadership with 60%+ revenue and team growth

HEALTHTECH & INSURANCE LEADERS

President, CIO & COO

- Deep experience in patient engagement/care coordination, digital marketing and technology development
- Co-founded 4 start-ups, with 2 exits to public companies

EVP Sales

- 25-year veteran of the Insurance Technology space who has spent his career helping to streamline and automate the insurance and financial services industries
- Calls on all tiers and has grown ARR 20 - 25% with new logo deals
- Grew a new product company from \$20M to \$58M in 3 years
- Founded a company that sold for \$180M
- Built an actuary and rating system that is still used today

CGO, SVP Sales & Marketing

- Scaled companies from start-ups to multinational industry leaders: new logo sales from \$0 to \$10M in 1 year, scaling a \$100M business unit by adding 10 - 20%
- Contributed to growth of a \$30M company by adding over \$55M in new logo TCV in less than 3 years
- Took a stagnant post-Covid company to 9 new deals and \$7M+ TCV new logo in 9 months with a completely new sales team

CRO

- Mixture of entrepreneurial, Fortune 500, VC Backed, and Private Equity backed expertise. Full P&L responsibility
- Specializes in taking growing companies to hyper-growth status and to an eventual exit in the fintech and insurtech arenas
- Spent 4.5 years with Oracle refining his metric driven process. While at Oracle led an international sales organization with annual revenue of \$250M in the insurtech and health insurance industries
- Grew a flat growth company from \$50 to \$80M over a 3-year period leading to successful exit to a private equity sponsor
- Led 2 fast growth companies from \$10 to \$22M and \$16M to \$48M both of which resulted in a successful exit to a strategic and private equity sponsor respectively

CRO, CEO, CCO, CGO, and CPO

- A sales leader that began his career at NASA and led the R&D Labs from \$60M to over \$600M over a 3-year period
- Later became the Founder & CEO of a HealthTech Advisory firm that was acquired
- Lead global sales for a cloud company where top line revenue was accelerated from \$58M to \$101M over 3 years prior to being acquired

MORE HEALTHTECH & INSURANCE LEADERS

CRO & SVP Sales

- Held multiple executive leadership roles in start-up/small, medium, and large healthcare technology organizations including successful exits and acquisitions
- An experienced executive leader with a proven track record of winning business in the payer market including Large National plans, Blues plans, and regional plans
- Consistently built and managed sales and account management teams in varying sizes from 6 to 50+ consistently exceeding annual goals up to \$180MM

COO, President & SVP Sales

- A commercial team builder for international healthcare technology companies
- Takes companies from concept to GTM commercialization to rapid growth \$0- to \$30M ARR
- Leads cross-functional teams by creating processes that are repeatable and scalable

SVP Sales

- Deep expertise in HR Technology, Employee Benefits, Life and Ancillary Insurance Carriers, Brokers/ Consultants
- Held Head of Sales/Commercial or equivalent at three companies, ranging from early-stage organizations to public companies (revenues from <\$10M - \$50M+ with annual targets ranging from \$8M to \$20M+)
- Revenue and valuation have more than doubled at his current company after he built all teams/functions within the revenue lifecycle
- In previous roles, accelerated to over 20+% growth & \$40M in revenue over two-year periods while rebuilding sales teams
- Has been responsible for all aspects of sales and marketing strategy and execution
- Develops and executes end-to-end GTM pivot while completely rebuilding infrastructure



RECENT HOS PLACEMENTS

LifeWorks

Market Cap: \$2.17B

ARR: \$1B

Placed: Sam Patel

BriteCore

Valuation: \$200M

ARR: \$13M

Placed: Richard Dyke

SAPIENS

Partnering for Success

Market Cap: \$1.19B

ARR: \$400M+

Placed: Confidential

*Pending Signing

OVERJET

Valuation: \$425M

ARR: \$15M approx.

Placed: Jeff Griffiths

Digital Asset

Valuation: \$815M

ARR: \$43M

Placed: Marc Silberstrom

blueconic

Valuation: \$250M

ARR: \$32M

Placed: Jeff Mehalek

"I have known Kate since the early 2000s and she has always strived for, and delivered, excellence in every role I have seen her execute. In executive recruiting she has found a career which allows her to use her unique blend of talents to help companies build stronger teams through different chemistry. I have referred Kate to a number of companies that I work with and had very good feedback on her ability to find candidates that others can't, and to make sure the cultural fit is strong."

Andy Brown

CEO at Sand Hill East, CTO in Residence at FinTech innovation lab, Guidewire Board Director, Board Member at Zscaler, Moogsoft, Digital Asset, Pure Storage



GET IN TOUCH WITH BRENNAN GROUP TODAY

We always deliver, and recruit the unrecruitable

Kate Brennan

kate@brennangroupinc.com

Phone: +1 (646) 320 1919

Sarah Rose Birge

sarah@brennangroupinc.com

Phone: +1 (778) 323 3957

WWW.BRENNANGROUPINC.COM