

A full-page background image showing two hikers from behind as they ascend a rocky, gravelly trail. The hiker in the foreground is wearing a red backpack and tan pants, while the hiker further ahead is wearing a dark backpack and light-colored pants. The trail is surrounded by green, low-lying vegetation. In the background, there are large, rugged mountains with patches of snow and glaciers under a cloudy sky.

# revelone

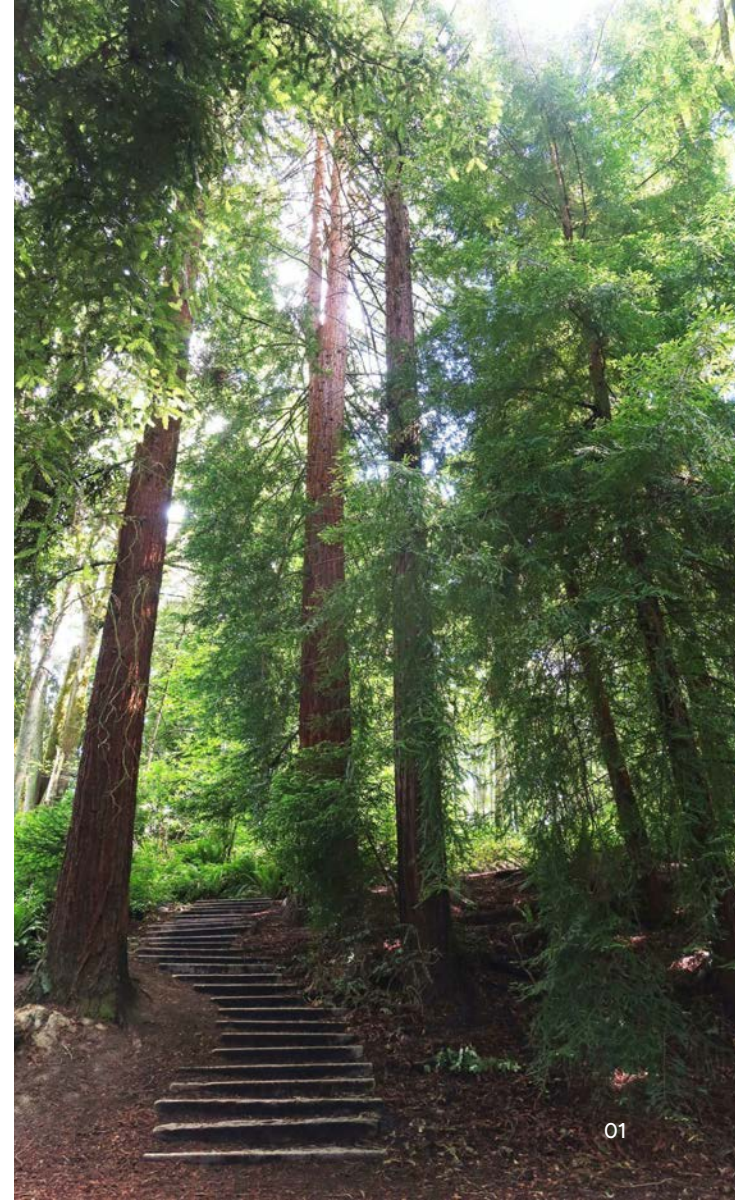
GTM-Specialized Talent  
& Advisory Firm



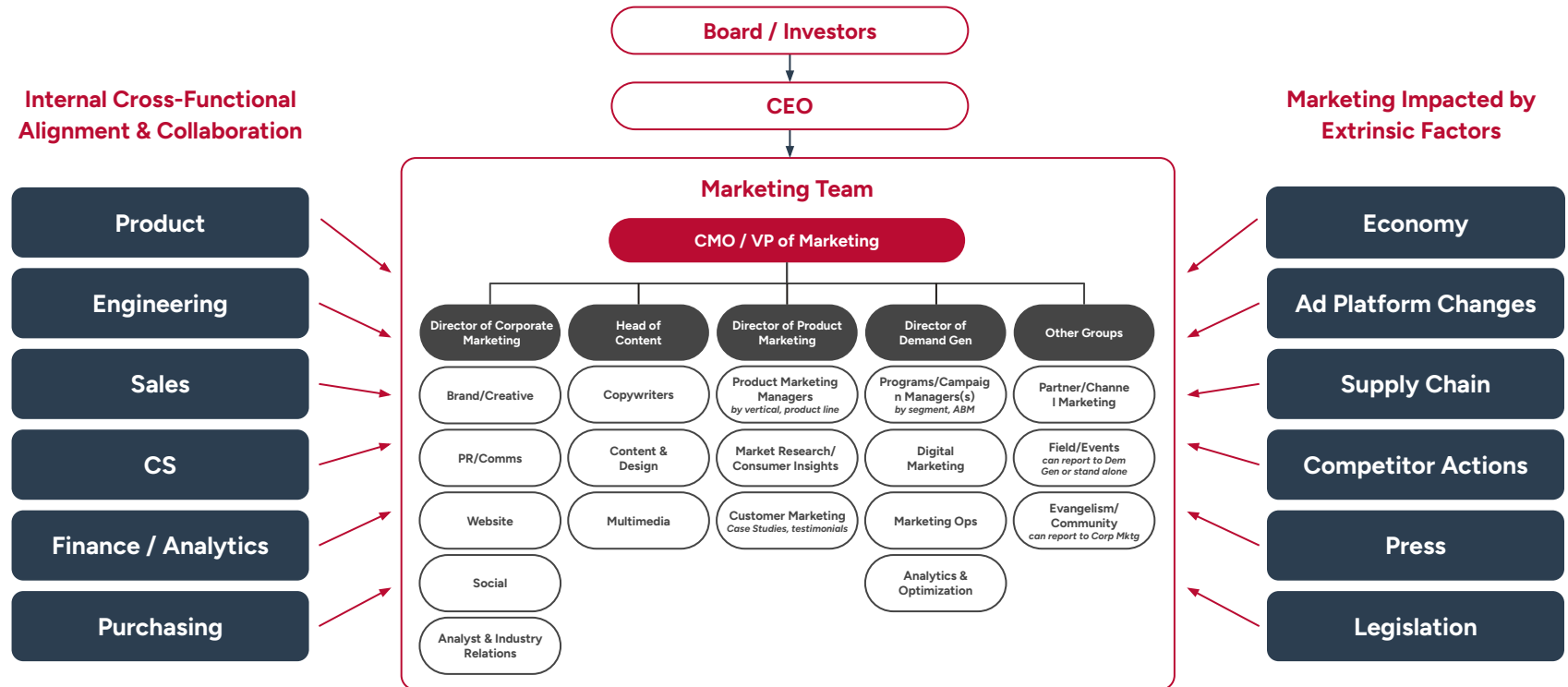
# Our Thesis

Marketing and Sales drive business growth, yet are often the most likely functions to be broken or in need of major repair. Building these capabilities efficiently is extremely difficult, and the cost of failure is high. Marketing in particular requires a broad, rapidly-evolving set of skills, operating in a dynamic external environment.

RevelOne's unique expertise across Go-To-Market strategy and talent enables us to help companies achieve the right alignment across strategy, brand, analytics, spend, people, and execution to drive profitable growth.



# Marketing: A Complicated Interaction of Strategy, People, and Execution





# The Cost of Failure is High

**Ineffective Marketing teams can cause companies to miss revenue targets, waste resources, burn-out employees, and miss big opportunities.**

## **Common Pitfalls:**

- Lack of clear metrics on people and programs
- Overhiring (too many; too senior) or under hiring
- Poor dynamics between marketing and other functions can drive perverse incentives and missed opportunities
- Suboptimally designed marketing team, creating lack of accountability, too many meetings, or wrong set of skills
- Wrong balance of full-time vs. expert contractors
- The “agency trap”
- Misalignment of marketing budget relative to business goals

# RevelOne Solution

We have helped hundreds of VC/PE-backed companies leverage the right resources to achieve more profitable growth

## Understand GTM Needs

- Growth & Profitability Goals, Challenges & Opportunities
- Hiring Needs (full-time & part-time)

## Advise

- Ensure talent and growth strategies are aligned
- Tie budgets and ROI to business goals/financials
- Confirm you need what you think you need
- Recommend best approach to accomplish your goals

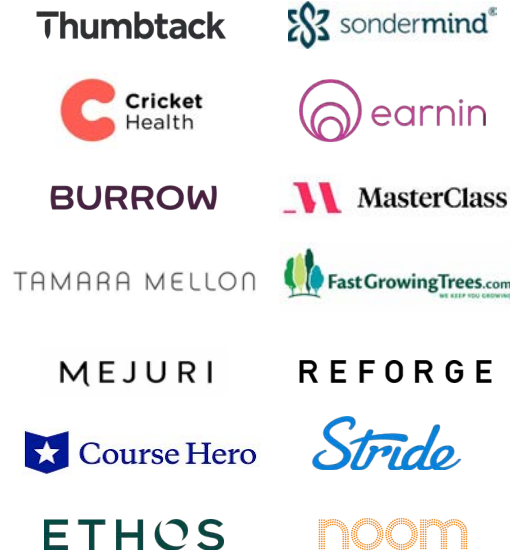


# Select B2C Clients

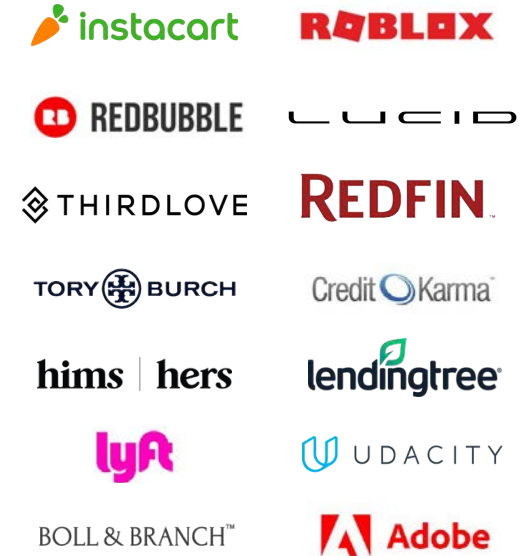
## Seed & Early-Stage



## Growth Stage



## Late-Stage Private & Public



More Clients



# Select B2B Clients

## Seed & Early-Stage

Otter.ai



Bolt



AON3D



RevenueCat



LILT

greenhouse



ManyChat



sardine



StackBlitz



DRUID



prezent.ai

saltbox

## Growth Stage



Streamlit



LiveRamp

nTopology



contentful

CommerceIQ

ActiveCampaign



Flock Freight



ClickUp



HOTELENGINE



AUDITBOARD



MODERN TREASURY



Trustly

sonarsource



inRiver

## Late-Stage Private & Public



BIGCOMMERCE

afterpay



Amplitude

bazaarvoice



rubrik



Palantir



Benchling



VERSA  
NETWORKS

zuora



grammarly



Nextech



AXON



SQUARESPACE



Recorded  
Future

More Clients

# Trusted by Top VCs & PE Firms

Investment firms trust us with over **100 searches a year for their portcos** because **we share their high bar** in vetting for intellect, executive presence and breadth of marketing & sales experience

## VC Firms

andreessen.  
horowitz

SEQUOIA

NORWEST

Bessemer  
Venture Partners

NEA

Gradient Ventures

khosla ventures

greylock

First  
Round

INSIGHT  
PARTNERS

BENCHMARK

Accel

## PE Firms

H. I. G.  
CAPITAL

THL Thomas H. Lee Partners

FP  
FRANCISCO  
PARTNERS

GENERAL  
ATLANTIC

L CATTERTON

COMVEST  
PARTNERS

AEA

Blackstone

GRIDIRON  
CAPITAL

GAUGE  
CAPITAL

TPG

Digital Fuel Capital

We've also placed dozens of go-to-market operating partners at many of these firms



A scenic view of a mountain range with dense green forests and a blue sky with white clouds. The mountains are covered in lush green forests, and the sky is filled with soft, white clouds. The overall atmosphere is peaceful and natural.

# Retained Search Practice

revelone

# Search Practice Overview



We're the largest **specialized Marketing & Sales firm\*** with **deep functional expertise** and an **unsurpassed network of top candidates**



Hiring from **C-level, VPs, and Directors** across all major B2C and B2B verticals



Over the last decade, we have developed **significant pattern recognition** on the critical success factors for both marketers and organizations

\*According to the 2023 Hunt Scanlon Top 50 Executive Search Firms in the Americas

# RevelOne Search

Superior Candidates, Speed, Alignment, High Success Rates, & Longevity



Refine Role, Scope,  
and Success Factors



Candidate Pool



Vetting



Closing, Onboarding,  
Guarantee

- Save **time** by ensuring talent strategy is aligned with growth **strategy**
- Lay groundwork for **success** by driving alignment within company (interview team)

- Deep relationships with the **best** marketing and sales leaders
- Nuanced intelligence on hallmarks of best marketers
- Strategic mapping to identify company segments known for the best people with required skills

- Rigorous interviews save clients **time** and **money** while mitigating risk
- Probe below surface (since marketers know how to interview well)

- Close candidates more quickly and effectively with our knowledge of GTM talent needs and high touch process
- RevelUp Candidate Success Program helps ensure effective onboarding; industry leading candidate retention rates

Efficient Process

Quality

High Success Rates

Speed, Longevity

# Our Expertise

Deep Expertise and Experience across both Marketing and Sales

## Top Marketing Roles

CMO	Performance/UA	Affiliate/Influencer
VP Marketing	Growth	Content
Head of Marketing	Demand Gen	Partnerships
Brand	Ecommerce	Marketing Ops
Product Marketing	Lifecycle/CRM	PR/Comms
Product Management	Data/Analytics	Creative/Design UX
Performance/UA	Social/Community	

## Top Sales Roles

- Sales Leadership (CRO, CSO, VP Sales)
- Customer Success Leadership
- BD
- Partnerships
- Sales/Revenue Operations
- Sales Development/Sales Enablement
- Sales Engineering



# RevelUp Candidate Success Program



Our goal is to help new hires have immediate and sustained impact

The **first 100 days** are a high-risk period and are critical to success

RevelOne leverages its Marketing Advisory Service expertise to ensure new executives onboard smoothly and achieve **early wins**

Effectively, it's a “**marketing and sales concierge service**” for new hires

Examples of how we help new hires:

- ✓ Sounding board for strategies or new ideas
- ✓ Advice on org design and role scoping
- ✓ Referrals to vetted freelancers, agencies, and MarTech
- ✓ Assistance with major challenges and reducing risks
- ✓ Connections to the best subject matter expert to accelerate learning on key decisions

# Retained Search

## Pricing and Differentiators

### Standard Retained Terms

- Fee is % of total first year cash compensation (equity excluded)
- % is based on seniority (e.g., C-Level, VP, Director, Manager)
- 1/3 at start, 1/3 month 2, and 1/3 final fee

### Differentiators

- First month guarantee on RevelOne performance
- 1-year guarantee on executive placements
- RevelUp Candidate Success Program
- Industry-leading candidate retention rates

The background of the slide is a scenic landscape with a blue color grade. It features a calm lake in the foreground with two small figures in a canoe. In the background, there are layers of mountains, some with patches of snow, under a clear sky with a few wispy clouds.

# Interim Expert Network

(Temporary Hires)

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# RevelOne Interim Expert Network

Vetted Expert Contractors Available for Interim and Fractional Deployment

## Extensively Vetted

**Network** of marketing & sales experts **pre-vetted** for key skills & experience, reference checked, and then vetted again for your specific needs

## All Levels

From **executive** level for strategy and team leadership, **director-level** experts, **manager-level** specialists

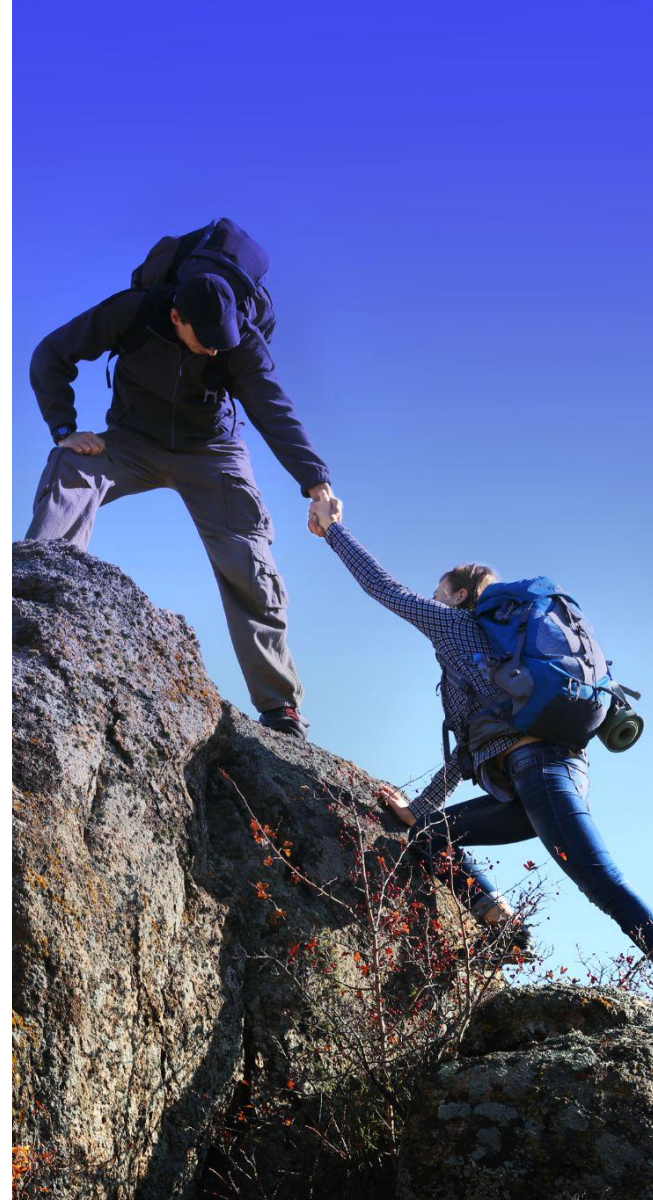
## Flexible Availability

- **Interim:** 40 hours/week
- **Fractional:** part-time
- **Advisor:** few hours a week



# Use Cases

- Drive progress while you hire the right permanent person
- Backfill key team members while on parental leave
- Gain bandwidth or expertise for a defined project or initiative
- Fill open gaps even when a headcount freeze is in place
- Test new channel(s) before committing permanent headcount to scale them
- Leverage an experienced marketing/growth advisor to help avoid mistakes and maximize impact
- De-risk replacing underperforming employees in key positions



# Interim Expert Network

Fractional/Interim Experts Available on Demand



Understand profile & project objectives



Tap our network



Align on scope



Deploy expert

- Quickly understand business challenge and talent profile (level, experience, skills, verticals, etc)
- Gather expectations and requirements for hours per week, duration and budget

- Find **best expert(s)** based on company size, vertical and functional specialization
- Select from **pre-vetted pool of hundreds of experts**
- **Further vet** for your specific engagement (fit, interest, capacity)

- Present best expert(s) within 1 week
- Agree on high level scope of work, expert(s), duration, cost and deliverables

- Billed through RevelOne who monitors results, progress, and satisfaction
- Client manages expert directly

Rapidly Clarify Needs

Speed + Right Expert(s)

Right-Sized Solution

Efficient + Nimble Execution

# Examples of Exec Talent in the Network

The Industry's Best in their Respective Marketing Disciplines & Verticals



**Keith Posehn**

Nextdoor, Uber, Square, Caviar, ServiceChannel  
(Clients: MasterClass, Acorns)



**Annie Lee**

Howl, Brave Software, Twitch, Amazon, EatWith, Pinterest



**Evan Minskoff**

Tumblr, Bond, Ovation, Gilt Groupe, About, Digitas, Walt Disney



**Sheezan Bakali**

Abercrombie & Fitch, Blue Apron, Marcus, Fab, Puma



**Sam Faillace**

SunBasket, Trumaker, Cord Blood Registry, Shutterfly, Microsoft



**Allyson Letteri**

Handshake, Thumbtack, Intuit, BCG, Endeavor



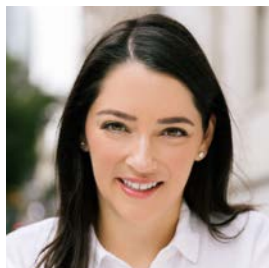
**Elizabeth Dimond**

Pumpkin, Hopsy, ClassPass, Sleepy's, Barnes & Noble, AmEx



**Grant Barrick**

MinuteClinic, CVS, WoltersKluwer, ProVation, Sansoro Health, Omcare



**Katy Marshall**

Calibrate, Pattern Brands, Kraft Heinz, Harry's, BCG



**Greg Fant**

Thumbtack, One Kings Lane, eBay, Coca-Cola  
(Clients: Kiva, Rugs USA, Tailored Brands, more)



**Cheryl Tan**

Minted, Tundra, Konmari Media, Stella & Dot, Walmart



**Nathaniel Perez**

Ogilvy Health, Chameleon, SapientNitro, Advertising Research Foundation





# Advisory Services

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# Advisory Services

RevelOne **diagnoses** key marketing challenges and **designs** and **executes** bespoke solutions for clients

# Advisory Services

For when you have a problem/challenge but you don't know exactly how or who to solve it

	Challenges	Solutions
Overall	Is the key challenge my marketing leader, team, strategies, execution, or external market conditions?	A full Marketing assessment, including team, strategy, campaigns, tech stack, KPIs/analytics, etc.
Organization Design	Is our organization designed in a way that accelerates growth effectively?	Assess and suggest re-alignment to better meet goals, leveraging best-in-class benchmarks to right-size team & marketing budget
Performance Marketing	How can Marketing drive more efficient growth with the same or fewer resources?	Data-driven full marketing effectiveness audit – including CAC & LTV by channel & campaign – to uncover sub-optimal marketing spend and opportunities
Brand	Should I hire a brand exec to crystalize target segments, customer needs, core messaging, and brand positioning?	Review brand strategy including customer segmentation; identify gaps & make recommendations on resources required to reach goals most effectively
MarTech & Analytics	Are our website, CRM, and analytics infrastructure where they need to be in order to scale?	Review of all data sources, analytics tools, and best practices in your vertical to make detailed recommendations for the next stages of growth

# Advisory Services

Rapid deployment, specialized experts, faster impact, profitable growth



**Understand Goals & Challenges**

- Work with client to identify the challenges and opportunities
- Discovery engagement may range from quick recommendations to more detailed audit of program execution, team, and/or market forces



**Plan Resources**

- Rapidly mobilize top expert(s) from our Interim Expert Network who specialize in the verticals & required sub-functions
- Define scope of work to help client achieve their goals



**Deploy Experts**

- RevelOne monitors & oversees quality of work via regular meetings
- Expert(s) lead execution of agreed upon scope of work



**Manage Through to Successful Delivery**

- RevelOne adjusts resources, if needed (team audits, other functional experts, etc.)
- Successfully deliver project: quick-win recommendations, program optimization, talent/org plan, building foundational capabilities, etc.

**Clear Roadmap**

**Vetted Specialists**

**Managed Quality**

**Profitable Growth**

# Case Study



**Situation:** Revenues from the affiliate channel were declining significantly because the program had been left on autopilot.

**RevelOne's Solution:** We placed an exec-level affiliate expert on a fractional basis to assess the situation, develop a new plan, and execute on it

**Actions Taken:** Shifted program to a different tech platform, revised commission structure to incentivize partners that could grow, refocused on acquiring new partners, and conducted massive partner outreach to improve relations

**Results:** Successful turnaround from declining revenue to increasing affiliate revenues >20% annually



A scenic mountain landscape. In the foreground, there are several large, vibrant green evergreen trees on the left side. The ground is covered in lush green grass and small yellow wildflowers. In the background, a deep valley is filled with a dense forest of evergreen trees. Beyond the valley, there are more mountain ranges under a bright blue sky with scattered white clouds. The text "RevelOne Team" is centered in the middle of the image in a white, sans-serif font.

RevelOne Team

revelone

# Our Leadership Team

Comprised of GTM Executives & Operators



**Gary Calega**

Managing Partner  
and Co-Founder

---

Marketing & BD leader at eBay,  
Quotient, and BluPrint



**Dan Weiner**

Managing Partner  
and Co-Founder

---

Leader at Sony  
and Red Bricks Media



**David Jones**

Chief Revenue Officer  
& GM Growth Services

---

Marketing and growth leader  
at Shazam Entertainment, eBay



**John Davies**

Senior Vice President,  
Search Practice

---

10+ years in executive sales  
and leadership recruitment



# Our Recruiting Leaders

GTM Specialists with Talent Backgrounds from Top Companies



**Lauren Zaleski**

Vice President

---

10+ years in executive search  
with top clients across B2B  
& B2C industries



**Liz Schrum**

Vice President

---

15+ years of GTM executive  
search for startups, growth  
stage & Fortune 500 companies



**Tina Yung**

Vice President

---

15+ years in marketing exec  
recruiting both in-house and  
at executive search firms



**Harry Masters**

Vice President

---

7 years senior marketing,  
sales & product recruitment  
in software and tech

# Contact Us

To learn more about:

- **Marketing Search Practice**
- **Sales Search Practice**
- **Interim Expert Network**
- **Advisory Services**



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# Thank You