

revelone

A Strategic GTM Talent Partner

Growth through People



Why RevelOne was Founded



Go-to-market leaders have the lowest tenure of any function (<18 months)

The GTM function is changing faster than other functions and people are increasingly specializing to stay current

so hiring the right persona is essential

The roles have gotten more analytical and technical

so it's harder to vet

Marketing and Sales leaders are really good at selling themselves

so you need functional expertise in your interview process

We built a fundamentally better approach where our candidates have longer tenures & greater impact

Who We Are

RevelOne is a **specialized** GTM Talent & Advisory Partner that drives Growth through People

**Founded
& Led by
Operators**

**25 GTM
Talent
Specialists**

**10 Years
helping
750+
Clients**

**1,700+
Placements**
1,200+ Leaders
500+ Specialists

We leverage our operational and talent expertise to build long term relationships with clients to help refine and execute GTM and People strategies

Service Areas



Executive Search
& Success



Emerging Leader
Search



Interim Experts



Growth Advisory
Services

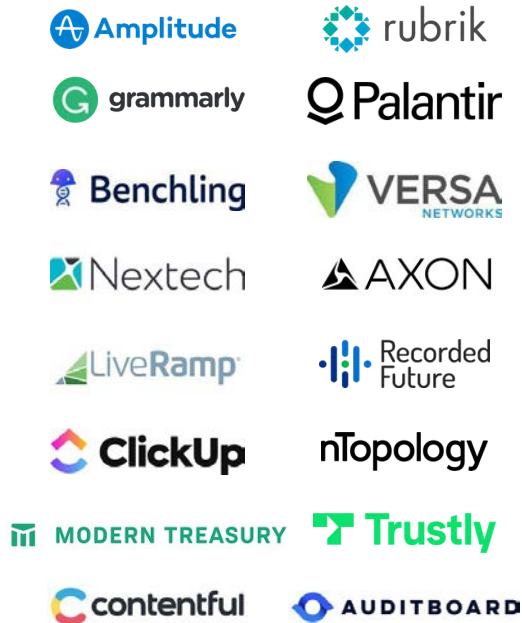
Roles & Specialized GTM Functions We Serve

	Marketing	Sales & Revenue
Exec Roles	<ul style="list-style-type: none">• Chief Marketing Officer• Chief Growth Officer• Chief Digital Officer• VP Marketing• General Manager	<ul style="list-style-type: none">• Chief Revenue Officer• Chief Sales Officer / VP Sales• Chief Customer Officer• Chief Commercial Officer
Functions	<ul style="list-style-type: none">• Brand• Product Marketing• Product Management• Performance/ Acquisition• Growth• Demand Gen• Ecommerce• Lifecycle/CRM• PR/Comms• Data/Analytics• Social/Community• Content• Creative/Design• Marketing Ops• UX	<ul style="list-style-type: none">• Sales• Customer Success• Business Development• Account Management• Professional Services• Partnerships• Sales/Revenue Ops• Sales Development• Sales Enablement

We also support our executive placements by helping them hire specialist direct reports and team members, from Senior Directors to Managers. This reduces risk and helps them move quickly to meet their goals.

Select Clients & Partners

B2B Clients



B2C Clients



VCs & PE Firms



More Clients

RevelOne's Holistic Talent Solution

Each search is staffed with an **experienced operator** (CEOs & CMOs) and a **recruiting leader** specialized in your vertical to create a partnership that drives outsized impact.



Develop holistic hiring strategy & process



Role Scoping

- Deep understanding of your business goals, GTM motion, and challenges
- Additional services are available if the client wants insights into the talent market, competitors, and the current state of their GTM capabilities
- The operator supports final role scoping, which is the critical foundation for the search's success

Sourcing and vetting the best talent



Search & Interviewing

- Due to our size and specialization, we know the best people and have the deepest networks
- Our process is data-driven, structured, and fully transparent
- An experienced operator designs Interviews where we ask probing functional questions to ensure they really have the skills on their resume
- Warm and cold references further validate their track record

New hire support in first 90 days



After the Search

- Our RevelUp New Hire Success Program supports leaders up to 90 days after the search to accelerate impact.
- We help them sharpen their strategies and provide access to SMEs
- This is unique among search firms and our clients and placements love it

Impact of RevelOne's Holistic Talent Solution

Speed



of the time we identify
and engage the candidate
eventually hired in
the first 3 weeks

Best Candidates



of our placements were
employed at the time –
deep relationships enables
us to tap top candidates

Success



of our placements
successfully stay in their
new roles past the
candidate guarantee - an
industry leading rate



RevelUp New Hire Success Program

RevelUp supports faster impact and de-risks new hires

Before New Hire Starts

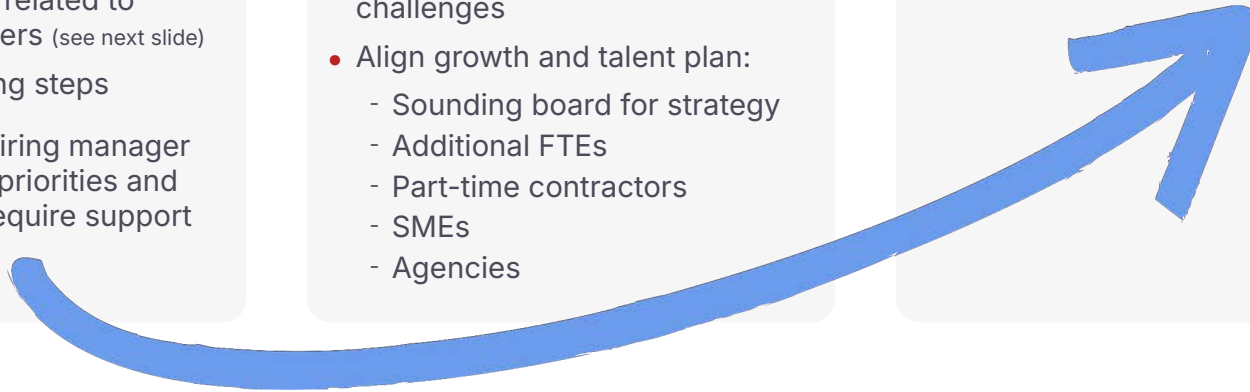
- We partner with company to compile a **GTM Starter Pack**
 - Company docs related to 5 key GTM Drivers (see next slide)
 - Initial onboarding steps
- Meet with CEO/hiring manager to confirm initial priorities and areas that may require support

During First 90 Days

- Meet with new hire to review the "GTM Starter Pack" to align on CEO's priorities
- Identify resource needs & challenges
- Align growth and talent plan:
 - Sounding board for strategy
 - Additional FTEs
 - Part-time contractors
 - SMEs
 - Agencies

After First 90 Days

- As-needed "concierge service"
- Connect with peer at similar firms



5 Key Capabilities “GTM Starter Pack”

Framework for compiling GTM documents and capabilities to get the new hire up to speed and to prioritize initial goals.

Strategy

- Business Strategy
- Product Strategy & Roadmap
- GTM Strategy
- Useful Slides from Recent Board & Company Meetings

Acquisition / Growth & Engagement

- Sales methodology, playbooks, discovery/demo/proposal scripts/templates/examples
- Acquisition/Demand Gen Programs and KPIs/Analytics (e.g., CAC/LTV) by: segment, channel, campaigns, cohorts
- Budget and Spending Trends (by category)
- Events and Conferences
- SEO Analysis
- CRM Analysis
- Retention and Engagement Programs and Results
- Customer Economics (e.g., LTV/CAC, unit economics, NRR)
- Sales Funnel and Conversion Rate Analysis

Analytics & Tech

- BI Dashboards
- Underlying Data Structure
- Sales and Marketing Technology Stack and Enablement Tools
- Sales and Marketing 3rd Party Data Sources

Brand & Product Marketing

- Brand Strategy
- Customer Segmentation (ICP, Target Accounts, Personas)
- Customer Research (e.g., Recent VOCs, surveys)
- Messaging Framework
- Competitive Analysis (battlecards, SWOT, pricing, objections, differentiation)
- Pricing Analysis
- Style Guide
- Marketing Content & Sales Enablement Materials

People

- Org charts (including open headcount and hiring plans)
- Key cross-functional relationships (including “interlock” meetings, joint initiatives and friction points, shared dashboards)
- Team profiles, performance reviews, skills assessments
- Overview of Agencies
- Channels / Partnerships Review



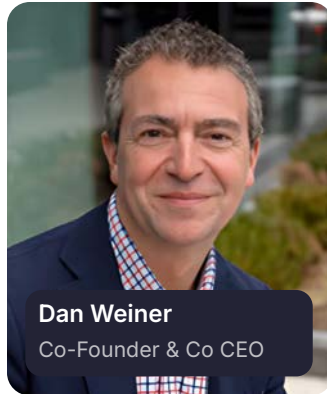
Team & Client Testimonials

Leadership Team

Comprised of GTM Executives & Operators



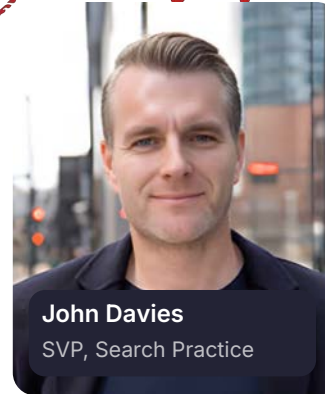
Marketing & BD leader at eBay, Quotient, and BluPrint



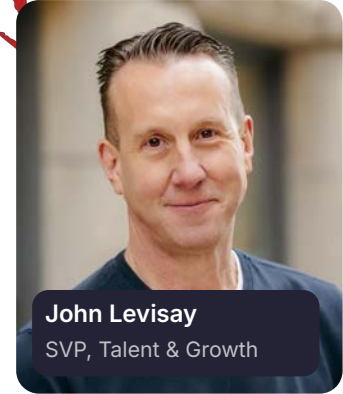
Leader at Sony and Red Bricks Media



Marketing and growth leader at Shazam Entertainment, eBay



10+ years in executive sales and leadership recruitment

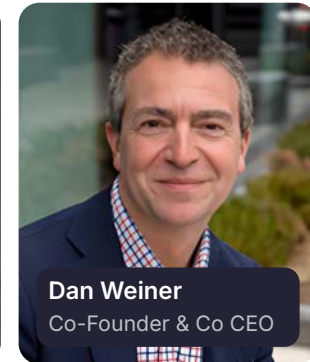
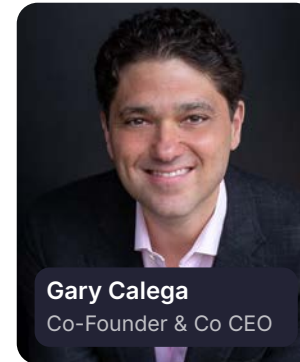
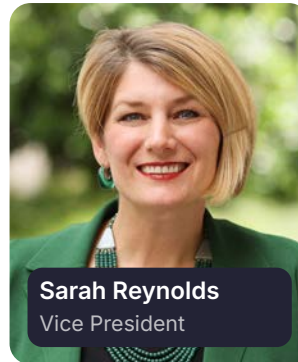
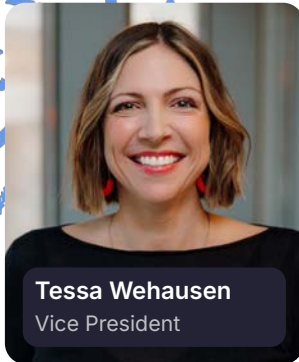
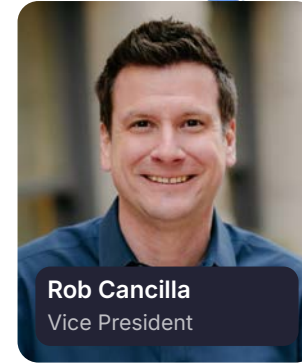
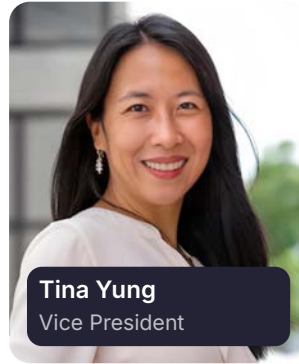
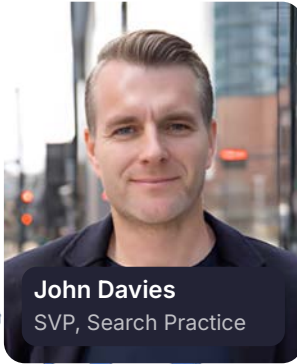


14+ year CEO/Founder at Craftsy & TPC. Leader at eBay & NBCU



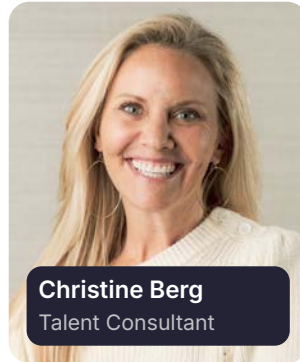
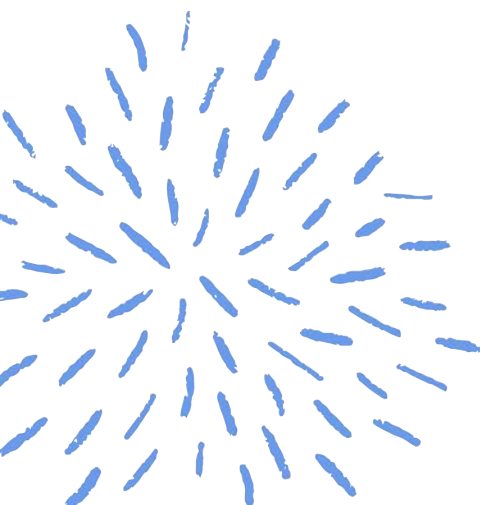
Recruiting Leaders - Executive Search

GTM Specialists with Talent Backgrounds from Top Companies

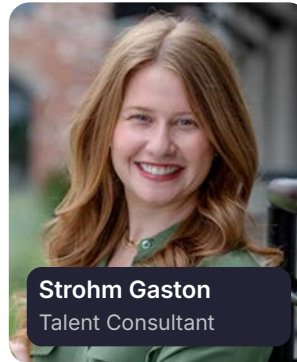


Recruiting Team

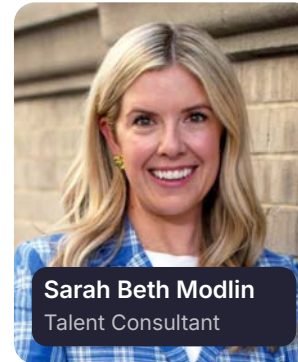
GTM Specialists with Talent Backgrounds from Top Companies



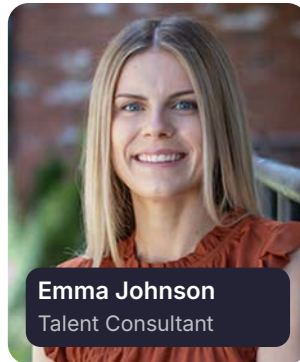
Christine Berg
Talent Consultant



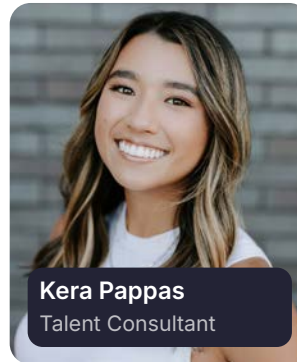
Strohm Gaston
Talent Consultant



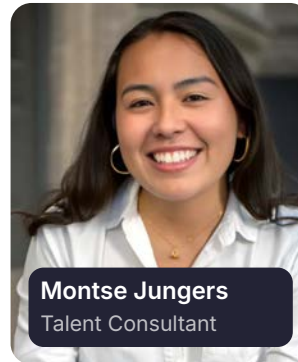
Sarah Beth Modlin
Talent Consultant



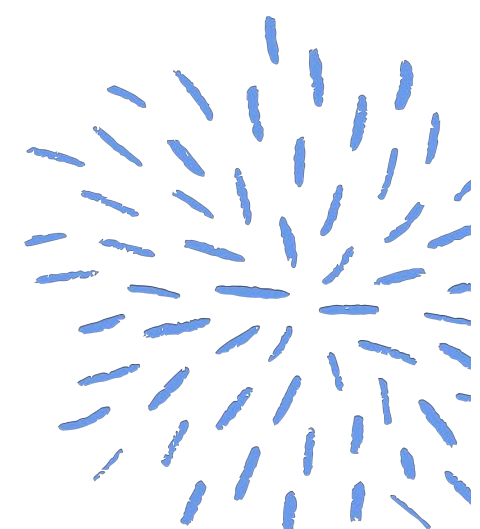
Emma Johnson
Talent Consultant



Kera Pappas
Talent Consultant



Montse Jungers
Talent Consultant



Client Testimonials

"RevelOne did an outstanding job of finding people who met our requirements, providing continuous visibility on the pipeline, and refusing to stop until we found our first executive marketing leader. They are now helping us hire key roles as we build the marketing function."

— **Jason Brown**, SVP and GM



"After a strong recommendation from my network for RevelOne, we landed literally the best person in the marketplace for our VP of Marketing role. The RevelOne team really took the time to understand our business and pitch us well, which is why we were able to get our top choice candidate and close them over other more lucrative offers that they had. I've never seen our board more thrilled with a hire we've made!."

— **Amanda Kelly**, Co-founder & COO



"RevelOne not only helped us find top talent across growth, retention and analytics roles, but they actually helped us improve our candidate and internal review process which was extremely impactful."

— **Sigal Bareket**, Senior Director, Growth Marketing



"We rely on RevelOne as the company is led by former marketers who excel at building a pipeline of marketing leaders in difficult markets—where the candidates are not so obvious—and can also run full-stack marketing team build-outs."

— **Jason Ewell**, Operating Partner



"We engaged RevelOne on a search for the SVP Sales, Americas for a \$100M+ SaaS company within the Fortive portfolio and were impressed by the thoughtful partnership in understanding our needs, resulting in a successful (and timely) hire. We also appreciated the depth of market insights provided during the search."

— **Ricky Romero**, Executive Recruiting Lead





Emerging Leader Search

Emerging Leader Search

We go beyond executive search to hire Director-level functional leaders and IC specialists who are critical to driving growth.

Depth in Functional Specialists

Below the exec level, hands-on functional depth is key. We know the best specialists in growth, lifecycle, demand gen, product marketing, Sales, RevOps, and more.

We Know the Next Generation of Leaders

Emerging talent is not an “add-on” for us. We have recruiters who speak to them frequently, understand their career paths and goals, and know the up-and-coming stars.

Expert Vetting

Emerging Leaders can be harder to assess because they work within a team. Our expertise enables us to parse out those who had an outsized impact early in their career.

Team Build-outs

We support our executive placements by helping them hire specialist team members at all levels, from Senior Directors to ICs. This reduces risk and helps them move quickly to meet their goals.



Interim Experts

Temporary Hires

Interim Experts

Vetted Expert Contractors Available for Interim and Fractional Deployment

Extensively Vetted

Network of marketing and sales experts **pre-vetted** for key skills and 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



RevelOne's Interim Expert Network

We provide rapid access to experts we've hand selected and vetted

100+ VP/C-Level Marketing & Sales Leaders

CMO/VP
Marketing

VP Demand
Gen / Growth

VP Product
Marketing

VP Brand

CRO/CSO/V
P Sales

VP Sales
Development

VP Rev Ops

VP Client
Success

150+ Director-Level Functional Experts

Brand

Product
Marketing

Demand
Gen

Lifecycle

Content/
Creative

Analytics

Sales

Segmentation

Product
Marketing

Digital
Channels

Lifecycle

Content

KPIs / Metrics

Sales Director

Customer
Research

Competitive
Analysis

SEO

Email / CRM

Sales
Enablement

Dashboards

BD & Channel
Partnerships

Positioning/
Messaging

Pricing

Offline
Channels

Creative

MarTech

Sales/Rev Ops

PR

Events

RevOps

Sales
Development

Key Verticals

- SaaS
- Cloud / Storage / Network
- Security
- E-Commerce
- DevOps / Tools
- HealthTech / Wellness
- Infrastructure
- Beauty / CPG / Personal Care
- AI
- FinTech

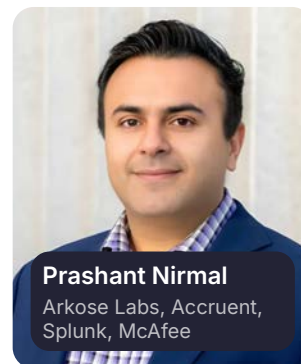
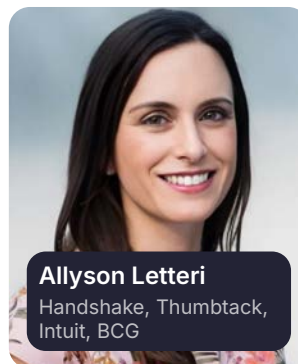
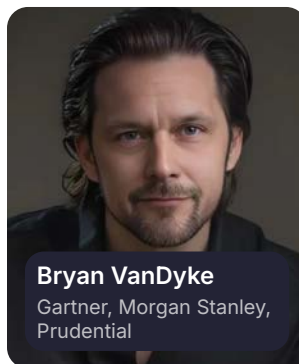
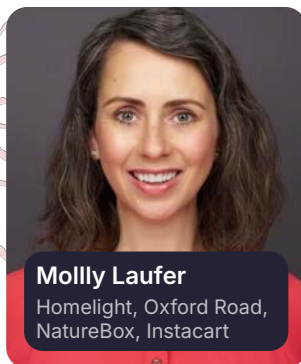
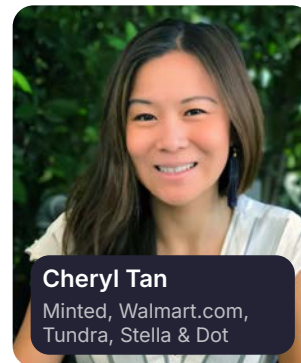
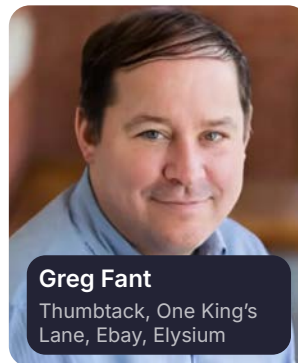
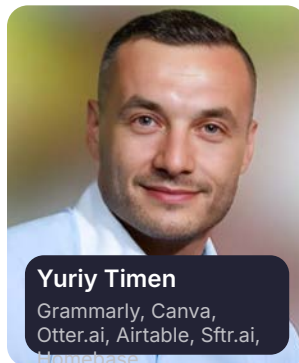
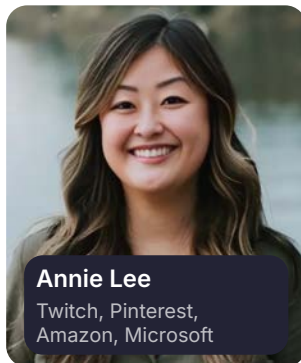
Meet Our Experts

Examples of Recent Engagements

Engagement	Use Case	Description
Fractional CMO	Test new channel(s) before committing permanent headcount to scale them	<ul style="list-style-type: none">Managing a junior teamBuilding a new channel growth strategy
Interim Head of Marketing	Drive progress while hiring the right permanent person	<ul style="list-style-type: none">Standing up from scratch an account-based marketing (ABM) program, including ICP, target accounts, scoring, intent data, campaigns, & attribution
Customer Research & Brand Positioning	Expertise for a defined project or initiative	<ul style="list-style-type: none">Product marketing expert conducting customer research and revamping positioning and messaging framework
Director of Demand Gen	Backfill key team member while on parental leave	<ul style="list-style-type: none">Half-time demand gen expert for maternity leave backfill
Interim Director of Revenue Operations	Expertise in a specific function	<ul style="list-style-type: none">For a \$100M IT services company, placed a part-time revenue operations expert for 4 months to implement new tools dashboards, and analytics.
Revenue Strategy and Planning	Expertise in media monetization and creating a media agency	<ul style="list-style-type: none">Half-time advertising sales leader placed to create a monetization strategy, service and product offerings and media agency launch plan for a global media platform with celebrity content
Marketing Effectiveness Audit	Expertise via a specialist firm for a defined project or initiative	<ul style="list-style-type: none">Conducted a detailed, data-driven marketing effectiveness and marketing operations audit. Identified opportunities for more efficient media spend & growth
Detailed Growth Assessment	De-risk replacing underperforming employees in key positions	<ul style="list-style-type: none">Identified if growth challenges were due to the marketing leader, marketing team, strategy, execution, or market conditions

Examples of Exec Talent

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



Interim Expert Network Process

Fractional/Interim Experts Available on Demand



Understand Profile & Project Objectives

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

Rapidly Clarify Needs



Tap Our Network

- 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)

Speed + Right Expert(s)



Align on Scope

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

Right-Sized Solution



Deploy Expert

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

Efficient + Nimble Execution

Advisory & Growth Services Clients

99designs
by vista

allbirds

Ascential
Technologies

bus.com

Capitol
Lighting

Chairish

Contabilizei.

coretelligent
THE POWER OF IT

CK CourseKey

culiau

Gabi
by experian

Gobble

goop

Hansø

hint

JG WENTWORTH.

kate farms

KKR

LifeLock

MODSY

Nomad

NOM NOM

PandaTree

plivo

respond

RITUAL

rb RITCHIE BROS.
Auctioneers

ServiceChannel

SIMPLE HABIT

Stride

TAILORED BRANDS

THE PROS CLOSET

Thumbtack

TMG THE MILES GROUP

TROV&

TRUEFACET

URBAN OUTFITTERS

YourMechanic

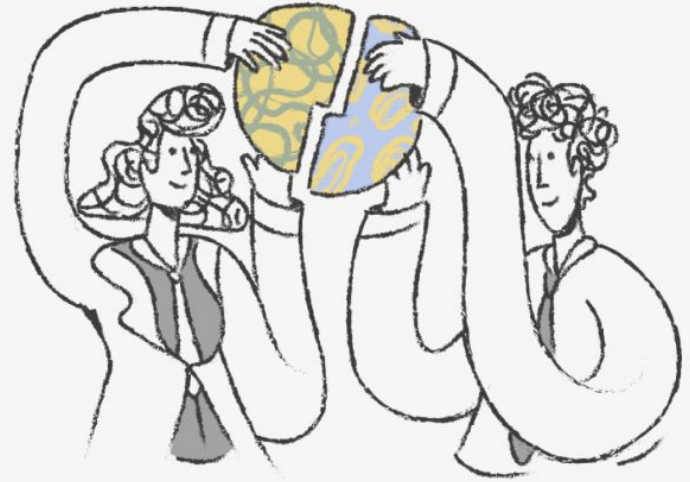
Zappos.com



Growth Advisory Services

Advisory Services

RevelOne **diagnoses** key GTM challenges, **identifies growth** opportunities, and leads a team from our Interim Expert Network to execute bespoke solutions



Advisory Services

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

	Challenge	Solution
Overall	Is the key challenge my GTM leader, team, strategies, execution, or external market conditions?	A full GTM assessment, including team, strategy, campaigns, tech stack, KPIs/analytics, etc.
Sales Assessment	Our sales conversion rates are declining, and we're not sure if it's due to our sales process, team skills, or lead quality.	A deep dive into the current sales playbook, from lead qualification to close, including an evaluation of sales team skills, pipeline management, sales enablement tools, and CRM utilization.
Performance Marketing	How can Marketing drive more efficient growth with the same or fewer resources?	Comprehensive marketing audit analyzing CAC, LTV, and campaign performance and operations to optimize spend and identify growth 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

Clear Roadmap



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

Vetted Specialists



Deploy Experts

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

Managed Quality



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

Profitable Growth

Case Study

Coretelligent | PE-owned IT services firm



Situation

A PE-owned IT services firm recognized that top and middle-of-the-funnel lead gen was down significantly, and the CEO wanted to know if the issue was their marketing leadership, team, strategy, execution, or the market.



RevelOne's Solution

We assembled a three-person part-time team for a thorough marketing assessment:

- B2B Lead gen-focused VP of Marketing with similar vertical experience to audit all marketing activities
- Data analytics expert to review existing tech stack, data quality, KPIs & metrics
- Former CEO to provide advisory and strategic guidance throughout the project

Actions Taken:

- Leadership, team, and agency changes were made
- Proposed strategy and operating plan was adopted, including:
 - Implemented ABM go-to-market motion and technology (shifting from a lead orientation to an account focus); Defined ICP, target accounts, scoring model, personas; verticalized content, channels and initiatives;
 - Targets now co-owned by Marketing & Sales, with closer collaboration and teamwork



Results

- Growth re-accelerating with the go-to-market teams delivering on-time on their roadmap and initiatives
- Significant increases in engaged accounts and closing higher ACV deals
- The interim head of marketing we placed initially was subsequently hired permanently as Sr. Director of Marketing & Demand Gen
- Placed interim half-time RevOps expert to improve dashboards, track funnel conversion metrics and pipeline, and provide insights



Pricing for Retained Searches

Pricing & 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
- Candidate guarantee on executive placements
- RevelUp New Hire Success Program
- Industry-leading candidate retention rates

Contact Us

To learn more about:

- Executive Search & Success
- Emerging Leader Search
- Interim Experts
- Growth Advisory Services



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Thank You