



From Startup to Scale-up: Expert Advice on Efficiently Scaling a Tech Company

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Who am I? And what makes me an “expert”?



Jacob Lanyadoo, President

Over 20 years of Direct Selling, Sales Leadership, and Sales Consulting in Tech.

As an operator, built and scaled teams in SaaS, MarTech, FinTech, Digital Supply Chain, E-Commerce and more. TechBonjour is the product of all of that experience. As consultants specializing in team building and scale-up we can help accelerate any Technology company's growth.

Hired over 2000 employees as an operator over the years at:

SweetIQ - VP Sales and Marketing - 5X revenue in 18 months - led to acquisition

Venzee - CRO - scaled and executed goto market - led to IPO

Pivotal Payments (Now Nuvei) - Launched Canada E-Commerce, first Shopify payments partner worldwide. Ran North America CNP - 5 years

Current - Founder, CEO; TechBonjour, Mentor at; Next.AI, FounderFuel, TechStars Detroit, Centech, Interim VP Sales and Marketing, SecureOps



Early Stage, Critical Hires

Getting Married before you date
or engaged to be married at a minimum

Early Stage, Critical Hires

- Extension of you, and your core principles, values, and view of the company's mission
- They have a complimentary skill set
- Generally these are all "Business Side"




The Dreaded “First Sales Hire”

- Hire for the job that’s right in front of you
- There is no such thing as “future hiring”...
YET
- They need to be action oriented - you don’t need an exec
- Don’t hire a jerk



The Dreaded “First Sales Hire - How Do I Know?!”

- Ask hard Questions
 - “How” did they succeed, not “did” they succeed
 - Rolodex/book of business almost meaningless
 - Demand an action plan
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Why Would They Work For ME!?

- Hire a believer
- Someone looking to make the step in their career
- What else can you offer?





When is the right time to Hire?

- < 10 employees
- 10 - 25 employees
- 25 - 50 employees
- 50+

Opportunistic Hiring

- Define your next 12 months hiring
- Do you have the budget already?
- Do you have the bandwidth?
- Can you afford NOT to wait?



How do I find “The ONE”



- Persona Modeling is key
- Use your network; friends of friends, VC/Accelerator connections
- Make a dream list and work down
- Hire an Agency?

SaaS North



Let's talk soon!

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