Charles Slater Exec Recruitment — Persona Framework

Summary Table

Persona	Role / Company Stage	Core Pain Points	What They Value	Ideal Messaging Angle
SaaS Founders / CEOs	Early-stage (Seed–B)	Slow hiring, recruiter mismatch, costly leadership mis-hires	Specialist SaaS recruiter with proven network	"Hire leaders who understand SaaS growth metrics."
CROs / VPs Sales	Scaling (B–D)	Lack of SaaS-native sellers, revenue pressure, churn	Fast access to vetted SaaS sales talent	"Build sales teams that drive predictable ARR growth."
HR Directors / Talent Leads	Scale-ups	Overstretched internal teams, niche roles	Sector-specific expertise, seamless process	"Your specialist SaaS hiring partner — as agile as your team."
Investors / PE Talent Partners	VC/PE Portfolio	Leadership pipeline gaps, urgency, confidentiality	Trusted, discreet search partner with SaaS insight	"Trusted talent partner for high-growth SaaS portfolios."
SaaS Professionals (Candidates)	Mid-senior level	Visibility, culture fit, recruiter misalignment	Career guidance, true SaaS opportunities	"Work with people who understand SaaS — and your goals."