Target Personas

1. Founders & CEOs of SaaS Startups (Seed → Series B)

Profile:

- Founders or CEOs leading early-stage or scaling SaaS companies (10–200 employees).
- Usually based in London, Birmingham, or Manchester — the UK's key SaaS hubs.
- Hands-on, investor-pressured, and focused on rapid growth and predictable recurring revenue (ARR).

Pain Points:

- Struggling to hire experienced SaaS sales leaders or GTM executives quickly enough.
- Burning runway due to vacant leadership roles or high turnover.
- Lack of internal recruitment capacity or poor results from generic recruiters.
- Need candidates who understand product-led growth, subscription metrics (CAC/LTV), and SaaS sales cycles.
- Pressure from investors for "go-to-market maturity" before the next funding round.

2. CROs / VPs of Sales at Scaling SaaS Firms

Profile:

- Experienced commercial leaders responsible for revenue growth, often reporting to CEO or board.
- Seeking to build or expand sales, CS, and marketing teams.
- Typically Series B–D firms, 100–500 staff.

Pain Points:

- Difficulty finding quota-carrying reps or first-line managers who can sell complex SaaS.
- High cost per hire and poor retention from non-specialist recruiters.
- Need candidates with proven SaaS network and domain experience.
- Balancing cultural fit with rapid headcount targets.
- Want a partner who "speaks their language" — understands ARR, churn, onboarding, renewals, etc.

3. Investors / Private Equity Talent Partners

Profile:

- Venture capital or PE firms with portfolios in SaaS / tech.
- Typically non-operational but responsible for ensuring portfolio CEOs have leadership pipelines.

Pain Points:

- Need trusted recruitment partners to parachute in senior talent for portfolio companies.
- Want fast-turnaround executive searches without paying inflated London agency retainers.
- Looking for market intelligence (salary benchmarks, availability, talent mapping).
- Require discretion and reliability when replacing underperforming executives.

4. HR Directors / Talent Acquisition Leads at SaaS Scale-Ups

Profile:

- HR or People leaders who manage recruitment but lack specialist SaaS network coverage.
- Often working under resource constraints or competing hiring priorities.

Pain Points:

- Internal recruiters struggle to fill niche SaaS leadership or specialist roles (Sales Ops, Product Marketing, CS, etc.).
- Long time-to-hire metrics damaging delivery targets.
- Need specialist external partner for hard-to-fill roles while maintaining employer brand.
- Frustrated by recruiters who don't understand SaaS terminology or sales methodologies (MEDDICC, Challenger, etc.).

5. SaaS Sales, CS, and Marketing Professionals

Profile:

- Mid- to senior-level individual contributors or leaders (AE, CSM, Head of Marketing, VP Sales, CRO).
- Ambitious, looking for next-step opportunities in high-growth SaaS companies.

Pain Points:

- Want career progression but find generic recruiters lack sector understanding.
- Desire introductions to well-funded SaaS firms with clear growth trajectories.
- Concerned about culture fit, remote flexibility, and compensation benchmarks.

Supporting Service Personas

Given the services listed — *Executive Coaching, Business Consulting, SaaS Development, Change Management* — Charles Slater Executive Recruitment may also appeal to:

6. CEOs & Boards Seeking Leadership Development

Pain Points:

- New executives needing onboarding support and coaching.
- Transition management during organisational change or new funding round.
- Aligning commercial, product, and people strategies during rapid scaling.

Summary Table

Persona	Role / Company Stage	Core Pain Points	What They Value
SaaS Founders / CEOs	Early-stage (Seed–B)	Hiring speed, poor recruiter fit, GTM maturity gaps	Specialist SaaS recruiter with proven network
CROs / VPs Sales	Scaling (B–D)	Lack of skilled SaaS sellers, time-to-hire, high churn	Access to vetted SaaS-experienced candidates
Investors / PE Talent Partners	VC/PE portfolio	Leadership pipeline gaps, speed, discretion	Trusted partner with SaaS market intelligence
HR Directors / Talent Leads	Scale-ups	Resource limits, niche roles	Sector-specific expertise, cultural alignment
SaaS Professionals	Candidates	Visibility, culture fit	Trusted advisor with SaaS career pathways
CEOs / Boards (Coaching)	Post-hire	Executive integration, change management	Coaching and consulting continuity

Value Trade Asset List (By Persona & Pain Point)

Persona	Pain Point	Value-Add Asset / Offer	Purpose of the Trade
SaaS Founders / CEOs	Can't hire SaaS sales leaders fast enough; poor recruiter fit; investor pressure for GTM maturity	**"SaaS Leadership Hire Blueprint 2025"** (PDF / guide) — cost-per-hire benchmarks, time-to-fill data, and checklists for Series A-B founders	Positions Charles Slater as data-driven SaaS recruitment experts; lead magnet for founder network
	Lack of internal recruitment capability	**Fractional Talent Partner Diagnostic Call** (30 min audit) — review current hiring workflow and identify gaps	Builds trust, starts consultative relationship
CROs / VP Sales	Difficulty finding quota-carrying reps or sales managers	**"UK SaaS Sales Comp & Quota Report"** (Excel / slide) — salary + quota data from 50 UK SaaS firms	Proves market knowledge; converts to retained search engagement
	High cost per hire / poor retention	**"Sales Hire ROI Calculator"** (interactive sheet) — compare agency vs specialist ROI	Demonstrates value over generic recruiters
Investors / PE Talent Partners	Need rapid, discreet exec search for portfolio	**Portfolio Talent Heatmap** (dashboard / PDF) — current SaaS leadership movement & availability	Establishes authority with VC/PE partners
	Lack of market intel	**Quarterly SaaS Talent Intelligence Briefing** (invite-only)	Keeps ongoing relationship with investment community
HR Directors / Talent Leads	Struggle to fill niche SaaS roles; resource limits	**"Hard-to-Hire Roles Toolkit"** (templates + interview scripts)	Practical tools → credibility and pipeline
	Frustration with non-SaaS recruiters	**"How to Brief a SaaS Recruiter"** (guide / training video)	Differentiates Charles Slater as niche partner

Persona	Pain Point	Value-Add Asset / Offer	Purpose of the Trade
SaaS Professionals (Candidates)	Lack of visibility into top SaaS employers	**"Hidden SaaS Opportunities Digest"** (monthly newsletter)	Builds candidate community and inbound talent flow
	Concern about culture fit & comp	**"SaaS Career Navigator"** (quiz + benchmark report)	Captures candidate profiles for matching
CEOs / Boards (Coaching)	Need onboarding and leadership transition support	**"First 90 Days Playbook for New SaaS Leaders"** (PDF)	Introduces coaching & change-management service
	Aligning people & strategy during scale	**Boardroom Workshop: Leading Change in SaaS** (webinar / round-table)	Generates consulting & coaching pipeline

How to Use the Asset List

- **Pillar Content:** Convert each asset into a downloadable or gated lead magnet on your website.
- **Nurture:** Follow up with automated email sequences tailored to each persona's metric pain.
- **LinkedIn / PPC:** Build ad sets around each trade (e.g. *"SaaS Sales Comp Report 2025 – Free Download"*).
- **CRM Segmentation:** Tag leads by persona based on which asset they accessed.