Persona 1:

SaaS Founder / CEO

Persona Snapshot

Name: "Alex Turner" (example Founder/CEO persona)
Company Stage: Early-stage SaaS (Seed → Series B)
Location: London / Manchester / Birmingham
Focus: Scaling recurring revenue, product-market fit, first leadership hires

Core Pain Points

- Struggles to **hire fast enough** to hit investor growth targets.
- Frustrated by **generic recruiters** who don't understand SaaS metrics (ARR, MRR, churn, PLG).
- Concerned about **mis-hiring senior leaders** — one bad VP hire costs months of runway.
- Needs to balance **speed vs cultural fit** as the team scales.

What They Value

- A **specialist SaaS recruiter** who "speaks their language."
- **Access to a vetted network** of proven SaaS leaders.
- **Fast, transparent process** with minimal founder time required.
- **Cultural and growth-stage alignment** — early-stage grit, not corporate CVs.

Messaging Hooks

- "Hire leaders who understand SaaS growth metrics."
- "From ARR to churn — we get the numbers that matter."
- "Reduce time-to-hire and build the right leadership team faster."
- "Trusted SaaS talent partner for founders who need to scale."

Content / Campaign Angles

- Blog: *"How SaaS Founders Can Avoid Costly Leadership Mis-hires."*
- Carousel: *"5 Metrics Every SaaS VP Sales Should Own."*
- Case Study: *"From Founder-led Sales to CRO: Building a Scalable SaaS Team."*
- LinkedIn Post: *"Why Generic Recruiters Struggle with SaaS Scale-ups."*

Persona 2:

CRO / VP Sales (SaaS Scale-Up)

CRO / VP Sales — SaaS Scale-Up

Pain Points
- Building and retaining a high-performing sales team
- Pressure from the Board to build future pipeline
- Overcoming competitor dominance in market

Values
- SaaS growth expertise and Leadership Search
- Transparent, honest and efficient process
- Access to warm, venture-backed talent

Hook
- "Grow revenue with the right talent, in the right roles."
- "Find top Sales leaders while you focus on the funnel."
- "Put top-performers in that key Sales leadership role."

Target Persona Framework: Charles Slater Exec Recruitment

COMMUTIICATION EDGE

Persona Snapshot

Name: *Sarah Williams*
Role: Chief Revenue Officer / VP Sales
Company Stage: Series B → Series D SaaS Scale-Up
Focus: Building predictable ARR growth through sales excellence, process rigour and RevOps alignment.

Core Pain Points

- **Shortage of SaaS-native sales talent** who understand complex subscription models and PLG.
- Constant pressure to **reduce churn and hit growth targets** with limited headcount.
- **High turnover in sales teams** and difficulty finding A-players who fit scale-up culture.
- Generic recruiters send irrelevant candidates without SaaS quotas or metrics experience.

What They Value

- Recruiters who **speak the same language** — pipeline, ARR, churn, sales velocity.
- **Access to vetted, SaaS-experienced sales leaders and AEs.**
- **Speed and accuracy** — shortlists with real fit, not CV volume.
- **Confidentiality** when hiring replacement leaders or building stealth teams.

Messaging Hooks

- "Build sales teams that drive predictable ARR growth."
- "SaaS revenue leaders for scale-ups ready to accelerate."
- "Because you can't afford another bad hire in sales."
- "From SDRs to CROs — SaaS talent that sells."

Content / Campaign Angles

- Blog: *"How to Build a Predictable SaaS Sales Engine."*
- Carousel: *"Top 5 Traits of High-Performing SaaS Sales Leaders."*
- Case Study: *"From Flat Pipeline to 3× ARR Growth — SaaS Team Rebuild."*
- LinkedIn Post: *"Why Hiring SaaS Sales Leaders Requires a Specialist Recruiter."*

Persona 3:

HR Director / Talent Lead - SaaS Scale-Up

HR Director / Talent Lead — SaaS Scale-Up

Pain Points
- High volume of vacancies
- Finding leadership is often difficult and slow
- Overcoming recruiters lack startup talent

Values
- Demonstrated SaAS hiring track record
- Extensive leadership search experience
- Access to proven experts for startup roles

Hook
- "Quickly fill your key leadership positions."
- "Solve your talent challenges with startup expertise."

Targel Persona Framework: Charles Slater Exec Recruitment

Persona Snapshot

Name: *Rebecca Hall*
Role: HR Director / Head of Talent Acquisition
Company Stage: SaaS scale-up (50 – 300 employees)
Focus: Hiring pace vs quality, building recruitment infrastructure without bloated agency fees.

Core Pain Points

- Overstretched internal talent team handling multiple specialist roles.
- Difficulty sourcing SaaS-specific candidates — most agencies don't "get" the market.
- Balancing **speed, cost, and quality** when scaling teams fast.
- Pressure from founders to deliver senior hires without compromising fit or budget.
- Struggling with recruitment partners who don't represent the brand well.

What They Value

- A recruitment partner who **acts like an extension of their team**.
- **Deep SaaS domain expertise** and understanding of functional roles (sales, CS, product).
- **Transparent process** and clear candidate communication.
- Ability to **scale with them** — executive search to operational hires.

Messaging Hooks

- "Your specialist SaaS recruitment partner — as agile as your team."
- "Faster hires. Better fit. Zero wasted time."
- "Because hiring for SaaS scale-ups isn't one-size-fits-all."
- "Sector expertise meets in-house partnership."

Content / Campaign Angles

- Blog: *"How to Build a Scalable SaaS Hiring Framework."*
- Carousel: *"Why Most Agencies Fail SaaS HR Teams."*
- Case Study: *"Scaling a SaaS Sales Team in 90 Days with Specialist Support."*
- LinkedIn Post: *"The Hidden Cost of Generic Recruiters for SaaS Scale-Ups."*

Persona 4: Investor / PE Talent Partner — SaaS Portfolio Focus

Persona Snapshot

Name: *James Carter*
Role: Talent Partner / Operating Partner (People & Growth)
Company Type: Venture Capital or Private Equity firm with SaaS portfolio
Focus: De-risking investments through leadership quality, hiring speed, and scalability.

Core Pain Points

- **Leadership pipeline gaps** across multiple SaaS portfolio companies.
- Founders delaying growth due to **missing CRO / CMO / VP-level talent**.
- Urgency to hire without sacrificing quality or confidentiality.
- Limited bandwidth to oversee multiple searches simultaneously.
- Need to trust a partner with **discretion and board-level communication**.

What They Value

- A **trusted search partner** with proven SaaS domain insight.
- **Speed and precision** — delivering executive candidates who fit stage and strategy.
- **Market intelligence** — salary benchmarks, talent trends, SaaS metrics understanding.
- **Confidential handling** of replacements or sensitive leadership changes.

Messaging Hooks

- "Trusted partner for SaaS leadership search and portfolio scaling."
- "From Founder-led to Board-ready — leadership that drives value."
- "Accelerate portfolio performance with the right SaaS leaders."
- "De-risk your investment through specialist talent intelligence."

Content / Campaign Angles

- Blog: *"The Role of Talent Partners in Accelerating SaaS Portfolio Growth."*
- Carousel: *"5 Signs It's Time to Upgrade Your SaaS Leadership Team."*
- Case Study: *"How a PE Partner Built Leadership Pipelines Across 3 SaaS Brands."*
- LinkedIn Post: *"Why Investors Choose Specialist Recruiters for SaaS Scale-Ups."*

Persona 5:

SaaS Professional (Candidate / Mid–Senior Level)

SaaS Professional — Mid to Senior Candidate

Pain Points
- Overlooked amongst large pipelines
- Limited proactivity from recruiters
- Lack of interview feedback

Values
- Personalised outreach
- Market expertise
- Proactive approach

Hook
- "We'll find your next GTM role in a high-growth SaaS company."

Targel Persona Framework: Charles Slater Exec Recrultment

Persona Snapshot

Name: *Emma Lewis*
Role: Senior Account Executive / Customer Success Manager / Head of Product Marketing
Stage: Mid-senior career within SaaS scale-ups
Focus: Career progression, culture fit and alignment with high-growth teams.

Core Pain Points

- Recruiters who don't understand SaaS terminology or metrics (ARR, MRR, churn).
- Applying to roles at companies that aren't true SaaS (legacy tech disguised as software).
- Lack of visibility into culture, growth trajectory and career path.
- Poor communication during the hiring process — radio silence after interviews.

What They Value

- A recruitment partner who **understands SaaS careers** and represents them accurately.
- **Access to real SaaS scale-ups** with transparent growth stories.
- **Clear feedback and honest career advice.**
- Representation that feels personal and confidential.

Messaging Hooks

- "Work with people who understand SaaS — and your career goals."
- "Join high-growth SaaS teams where your skills matter."
- "Specialist guidance for the next step in your SaaS journey."
- "Transparent opportunities. Genuine SaaS roles. Career clarity."

Content / Campaign Angles

- Blog: *"What SaaS Companies Look for in Top Sales and Customer Success Talent."*
- Carousel: *"The Top 10 SaaS Career Roles Growing in 2025."*
- Case Study: *"How We Matched a CS Leader to a £10 M ARR Scale-Up."*
- LinkedIn Post: *"Why SaaS Professionals Deserve Specialist Recruiters."*