

THE CASE IN ONE PAGE

Someone who builds the engine, not just steers it.

Fifteen years scaling B2B SaaS revenue, IC through VP — then I left to found and build my own product, 0 to €100K ARR in nine weeks. A fractional CRO steadies the core; **I build the motion that doesn't exist yet** — writing the product, the SEO layer and the funnel myself — and carry the number while I do. That's what launching Super needs.

9 wks

0 → €100K ARR on a product I founded & built end to end

€200M+

B2B SaaS ARR managed across EU, MEA & North America

€20M+

ARR closed individually as an IC — still carrying a bag

WHAT I'VE BUILT — FOUNDER, ADVOCATE

- **0 → €100K ARR in nine weeks**, building the product, landing pages, SEO layer, funnel and AI engine myself.
- **A full product + growth stack, solo:** a multi-model AI engine with agents, a control plane, a chat support agent, an observability console built around the funnel, and the marketing site.
- **Growth systems by hand:** SEO/GEO prerender pipeline, JSON-LD, sitemaps, metadata; an outbound agent; a product built for PLG clarity.

ENTERPRISE SAAS REVENUE — IC THROUGH VP

- **€80K → €170K+ avg deal size** leading the upmarket motion at Wonderflow — motion built from scratch.
- **First multi-year contracts** with global brands: PMI, Michelin, Goodyear, Shiseido, Hill's, Purina.
- **Stood up US ops** — hired the first US AE, launched Austin, Texas.
- **€200M+ ARR managed** across regions; **€20M+ closed individually** as an IC.

WHAT SLITE & SUPER NEEDS — VERIFIED

0 → 1 product go-to-market	✓ Verified
PLG / self-serve growth	✓ Verified
Growth systems (SEO, funnels)	✓ Verified
AI-native product sense	✓ Verified
Carries revenue (IC to VP)	✓ Verified
Writing-first · async · remote	✓ Verified
Knowledge-mgmt category	• Adjacent

HOW I'D OPEN THE ENGINE

- **Make activation the growth team** — instrument signup → first connected tool → first verified answer; that "aha" is the share.
- **Own the AI-search shift with Super** — narrative + programmatic SEO, a connect-your-tools free wedge; land into the Slite base first.
- **Land-and-expand, not land-and-pray** — admin→team virality, sales-assist on accounts that light up; design for NRR.