



LinkedIn Best Practices for SaaS CEOs



www.proresource.com





AGENDA

1. Why LinkedIn?
2. Your Profile
3. Dynamic LinkedIn
4. How the CEO role changes
5. Q&A



Why LinkedIn?

- ✓ 78% of C-level executives say they Google someone before they meet them.
- ✓ Google puts your LinkedIn profile at the top of search results.
- ✓ When you use LinkedIn strategically, it's like controlling the first page of Google.



Why LinkedIn?

- ✓ 1 billion users
- ✓ 200 million in the U.S.
- ✓ Users spend an average of 8 minutes/day on the platform
- ✓ You can reach all kinds of stakeholders on LinkedIn: customers, prospects, investors, partners, analysts, employees, job seekers, media



Use LinkedIn to Save Time

Use LinkedIn to educate people before they meet with you.

- ✓ Build credibility and trust.
- ✓ Get people excited about talking to you.
- ✓ Filter out people who aren't a fit, so you don't waste time.



LinkedIn Profile



Profile Best Practices

- ✓ Branded header graphic that helps tell your story.
- ✓ Keyword-rich headline that makes people want to visit your profile.
- ✓ About is your cover letter: your founding story, how you help, traction.
- ✓ Featured builds credibility, educates, offers next steps.
- ✓ Creator Mode for thought leadership, hashtags and a call to action.

Advanced Best Practices

- ✓ Tell stories.
- ✓ Include a few quirky things to build rapport.
- ✓ Incorporate signals that you are trustworthy.

Check out our blogs for details: 17 Stories, 25 Ways to Build Trust

Let's look at some examples

LinkedIn for SaaS CEOs



AI for people

+ their real-world, messy data.



Cleanlab

<<automated>> Data and Label Quality for AI



Curtis Northcutt  · 3rd

CEO & Co-Founder @ Cleanlab. MIT PhD in CS. I build AI companies to empower people. Former Google, Oculus, Amazon, Facebook, Microsoft

Talks about #ai, #humanity, #startups, #invention, and #machinelearning

San Francisco, California, United States · [Contact info](#)

12,646 followers · 500+ connections

 Followed by Judy Schramm

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Cleanlab



Massachusetts Institute of
Technology

About

I am fortunate to work with a world-class team that inspires me every day. Try no-code, automated data improvement for LLMs, models, and analytics, built for teams and enterprises: <https://cleanlab.ai>

My companies and research contributions focus on:

- AI that works with noisy, human data
- AI to empower human intelligence, empathy, and capabilities

Bio (see curtisnorthcutt.com):

I completed my Ph.D. in Computer Science at MIT, where I was fortunate to work with Isaac Chuang. Before that, I was awarded the MIT Morris Joseph Levin Masters Thesis Award for my masters thesis work at MIT and the NSF Fellowship and TA'd graduate machine learning (6.867) at MIT. Before that, I graduated as valedictorian from Vanderbilt University (2009-2013) where I majored in math and CS and was awarded the Barry M. Goldwater National Scholarship.

My work spans the theory and applications of AI including uncertainty quantification and augmenting human capabilities. I invented confident learning and founded Cleanlab, a company that makes AI work for human data by automatically fixing noisy human datasets for machine learning pipelines. Before that, I created the CAMEO cheating detection system used to validate certificates in MITx and HarvardX online course teams. I am grateful to have worked at many of the world's leading AI research groups, including Google AI, Oculus Research, Facebook AI Research, Amazon AI, Microsoft Research, NASA, MIT, and Harvard.

Growing up below the poverty line in rural Kentucky, I felt the glass ceiling of limited human and monetary resources. The ladder of opportunity often rises from prosperity rather than ability. My ladder was my education. Education led to exposure, summer programs, scholarships, and eventually opportunity. Everyone deserves access to quality educational resources – this underlies my motivation to pursue research that democratizes education and augments human learning and capabilities. This is why I spent my early years at MIT inventing the CAMEO cheating detection algorithm used to validate MITx and HarvardX certificates for open-access, free online courses, called MOOCs. And it's why I founded ChipBrain, an Empathy AI startup to empower people with augmented empathy in conversation.



Stimulus uses data & analytics to help companies
make better purchasing decisions.

www.getstimulus.io



Tiffanie Stanard · 3rd

Award-winning Entrepreneur | Founder/CEO - Stimulus, Inc. (VC-Backed) #supplierrelationshipmanagement #supplychain #procurement #businessdiversity | 3X Founder | Media Personality & Producer

Talks about #ceo, #saas, #startups, #supplychain, and #womenintech

Philadelphia, Pennsylvania, United States · [Contact info](#)

7,163 followers · 500+ connections

Followed by [Judy Schramm](#)

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Stimulus, Inc.

Featured



Post

My first feature in **Business Insider** was released and it's...



Tiffanie Stanard

100 People
TRANSFORMING

   309 · 35 comments

Post

Fundraising is hard, Fundraising as a Black Woman in Tech is...



SaaS startup Stimulus closes oversubscribed \$2.5 million...
techcrunch.com · 3 min read

   1,287 · 148 comments

Post

 **New Investor Alert** 

...



Two More Startups Join Penn Medicine – Wharton Fund for...
penmedicine.org · 4 min read

   124 · 13 comments

Experience



Founder and Chief Executive Officer

Stimulus, Inc.

2018 - Present · 6 yrs 1 mo

Philadelphia / New York

Stimulus is a fast-growing, venture-backed SaaS company with a nationwide remote team. The AI-Powered Stimulus Relationship Intelligence Platform combines data insights, relationship-building tools, and a proprietary score to help companies make the best purchasing decisions and optimize their supplier ecosystem.

Stimulus makes the purchasing process more transparent and helps various stakeholders collaborate to achieve their corporate goals, such as improving diverse purchasing.

Our Motto

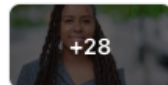
Build Better Relationships

Our Mission

Help companies build more valuable vendor and supplier relationships.

Our platform can significantly drive down the billions of dollars lost in aggregate due to inefficient, cumbersome, and opaque interactions between companies and their suppliers. These are savings that drop straight to the bottom line, improving profit margins.

We have amazing investors including Northwestern Mutual, Morgan Stanley, Juno Capital, REFASHIOND Ventures, Plain Sight Capital, Darco Capital, and more; growing with support from our partners including Microsoft, Salesforce, Google for Startups, and more.



Honors & awards

Philly's 100 RealLIST Connectors

Issued by Technical.ly Media (Philly) · May 2020

 Associated with Stimulus, Inc.

For the past four years, we at Technical.ly have been bringing you lists of promising startups in Philadelphia, Baltimore, D.C. and Delaware. Last fall, we launched the inaugural lists of influential and impressive engine ...see more

U.S. Delegate

Issued by Global Entrepreneurship Congress · Apr 2019

 Associated with Stimulus, Inc.

Selected as a U.S. Delegate to join a trip to Manama, Bahrain to represent the U.S. and network with Global Business Leaders.

Show all 15 honors & awards →



The World's Leading Renewal Led Growth (RLG) Platform

Mathew Cagney  · 2nd

Renewals Led Growth (RLG) - I live and breathe all things #renewals |
Ex – Afterpay | TSI Board Member |

Talks about #rlg, #churn, #renewals, and #subscriptions

San Diego, California, United States · [Contact info](#)

[Renewtrak®](#) 

12,685 followers · 500+ connections



Judy Schramm is a mutual connection

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Renewtrak



University of Auckland

Featured

Post

Take a peak at our Top 3 hacks from [VMware](#) to tackle [#churn](#) ...



Combatting Churn With Renewtrak

youtube.com



1

Post

Looking forward to the next evolution of our program with...



VMware selects Renewtrak for global customer retention and...

einnews.com • 3 min read



37 • 2 comments

Article



Is Customer Churn Your Silent Killer?

Mathew Cagney on LinkedIn

Like kryptonite is to Superman, customer churn is a pervasive and insidious problem facing many tech companies today. It is the silent killer that eats away at revenue, consumes sales...

Experience



Chief Executive Officer

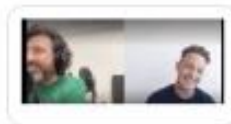
Renewtrak · Full-time

May 2020 - Present · 3 yrs 9 mos

Sydney, New South Wales, Australia

Renewtrak stands as the premier SaaS renewals and subscription automation platform, spanning operations across 67 countries and supporting more than 30,000 companies. It seamlessly accommodates local languages, currencies, and taxes, effectively slashing customer churn rates by 25%. Furthermore, it liberates customer success teams by 30-40%, transforming every renewal, subscription, consumption, or auto-renewal event into a renewals-led growth opportunity.

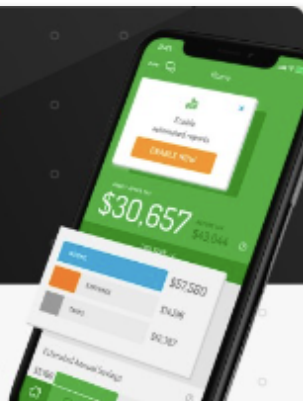
Skills: Revenue & Profit Growth · Revenue Forecasting · Revenue Cycle Management · Revenue Generation



Embedded Invoicing, Accounting & Taxes for Micro to Small Businesses



API | SDK | Apps



Raj Bhaskar · 2nd

Co-founder & CEO @ Hurdlr | Fintech | APIs and white-labeled SDKs for embedded SMB accounting, bookkeeping and income taxes.

Talks about #smb, #fintech, #smallbusiness, #digitalbanking, and #smallbusinessfinance

Washington, District of Columbia, United States · [Contact info](#)

[Learn about Hurdlr APIs & SDKs](#) ↗

4,347 followers · 500+ connections



Mona Neff, Judy Schramm, and 2 other mutual connections

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Hurdlr

About

I want to help micro to small business owners, freelancers and independent workers – all modern entrepreneurs – develop financially healthy businesses. Everything we do at Hurdlr has that end goal in mind.

To date, we've helped our users track over 8 billion dollars in finances and save over 300 million dollars in taxes.

Business owners and entrepreneurs generally focus so much energy on growing revenue that they often overlook the potential for increasing their income by keenly keeping an eye on their expenses, profitability and taxes. Hurdlr makes that process seamless and allows the business owner to concentrate on growth.

I'm a long-term thinker, focused on what is down the road, not just the present. I'm passionate about entrepreneurship and small businesses — these are the folks that create the majority of jobs in our communities. Every business owner should have access to simple tools and the financial education they need to succeed.

Gig workers, freelancers, and microbusiness owners in particular, can benefit from Hurdlr, whether that's through our own apps or our white-labeled features embedded into partner platforms, fintechs and banks — via our API. The goal is to help people thrive financially.

I'm proud that in my various business endeavors, people choose to come along for the journey. People who worked with us at VisualHOMES now work with us here at Hurdlr. There's great value in that continuity, both for the business and on a personal level.

I was brought up to be a good host, and I hope that is reflected in how I run my business — for our employees, our partners, and our customers.



LAVENDER



See the magic.



William (🧙❤️📧) **Ballance**  · 2nd

CEO at Lavender ❤️ | #1 AI Sales Email Coach | Free for Job Seekers, Students, and Entrepreneurs | install.lavender.ai

Talks about #sales, #startups, #remotework, #salesemails, and #entrepreneurship

New York, New York, United States · [Contact info](#)

24,863 followers · 500+ connections



IKECHUKWU UKANDU, Koko Zarov, and 1 other mutual connection

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Lavender



Hampden-Sydney College

About

👋 Hey, I'm William. My team and I design technology that combines communication psychology with AI. Want to write better emails faster? We built software for that. 📧

1. Install for free to use our AI Email Assistant at <https://install.lavender.ai> (for Gmail, Outlook 365, Outreach, and Salesloft)

2. Are you a student or unemployed? We give you Lavender for free until you have a full time job.

3. Want to start a startup one day? I write a lot about our startup journey + happy to help if I can.

4. Manage a sales team? Imagine 400% more replies, 125% more meetings, and shorter SDR ramp time.

That's what Sendoso had with Lavender. Schedule a demo at calendly.com/lovelavender/demo

--

about me:

👤 I'm a sales rep turned startup founder.

🇺🇸🇩🇪🇲🇽 I spent a year and a half remote working in Mexico. We built most of Lavender during this. I'm based in New York but we got our start in Atlanta.

🎓 I've been designing software since I was a kid, but went to school to study Government and Economics.

🌐 I'm passionate about entrepreneurship. I wrote my senior thesis on using micro-finance to encourage entrepreneurship and bottoms-up development of emerging economies.

🐾 I'm most proud of starting a series of campaigns to help save a historic women's college, Sweet Briar, from closing.

👩‍🎓 The school was saved by its alumnae, and this experience led me to leave my job and start my first startup: an alumni social chat and mobile fundraising app.

🧠 Through that I was introduced to the cognitive sciences, met my co-founders, and pivoted. We built technology for marketers that leveraged personality and decision making science.

💜 COVID happened and we pivoted again, applying our communication psychology research to sales.

👋 Now Lavender helps thousands of sales people around the world write better emails faster.



Dynamic LinkedIn

LinkedIn for SaaS CEOs



What to Post?

Most SaaS CEOs post about:

- ✓ Upcoming events.
- ✓ Awards, funding, and major announcements.

And, most post ad hoc, without any strategy.

8 Dimensions of a CEO LinkedIn Communication Strategy



What to Post About?

- ✓ Stories – about your vision and things that validate your vision.
- ✓ Data – importance of the problem you solve.
- ✓ Anecdotes – compare your solution to other ways of solving the problem.
- ✓ Culture – team success and activities.
- ✓ Milestones – orchestrate this to show a steady flow.

How Often to Post?

- ✓ Once a week is enough; twice a week is ideal.
- ✓ Choose times and days that work for your audience – what's average for LinkedIn might not be best for you.

Engagement

- ✓ Engagement on LinkedIn is much lower than other platforms.
- ✓ LinkedIn doesn't want you to go viral.
- ✓ Most people who read your post won't like or comment.

Let's look at some examples

LinkedIn for SaaS CEOs





Joe Beard · 2nd
Co-Founder & CEO at CollateralEdge
1w · 🌐

+ Follow ...

We are so excited to announce our newest investors, [Phalanx Impact Partners](#)!

This partnership marks a significant milestone as we continue on our mission. We're grateful for the support and look forward to achieving new heights together!



CollateralEdge
2,471 followers
1w · 🌐

+ Follow

We are grateful to have [Phalanx Impact Partners](#) as an investor and partner on this journey!

The firm's commitment to financial inclusion aligns perfectly with our mission and ongoing work at [CollateralEdge](#). Together we will work to ensure every community has thriving small businesses supported by a robust community bank ecosystem.

Thank you for the announcement and support [James Black Agency](#)!

[Alex Hung](#) [John Pantalena](#) [#financialinclusion](#) [#fintech](#) [#collateraledge](#) [#banking](#)

<https://lnkd.in/gxH-aBE7>



Phalanx Impact Partners Announces Strategic Investment in Dallas-Based FinTech Company CollateralEdge

businesswire.com · 4 min read



Anna-Katrina Shedletsky · 3rd+
Creating technology to #buildbetter as CEO and Found...
1w · 🌐

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Today we released our next-generation Discover AI. Discover is Instrumental's flagship technology for proactively identifying anomalies on manufacturing lines without being told where to look or what to look for. No one in the world has this offering -- and we just raised the bar.

After processing billions of data points, we re-built Discover from the ground up:

- Algorithmic overhaul -- only 5 units to get started (reduced from 30)
- New active learning -- incorporated user feedback to accelerate learning, producing a whopping 5X precision improvement
- Discover Intercepts -- intercept anomalies on the line in real-time. We build this for our [#ZeroEscape](#) customers, enabling them to stop anything suspicious without setting up a defined test for that defect.

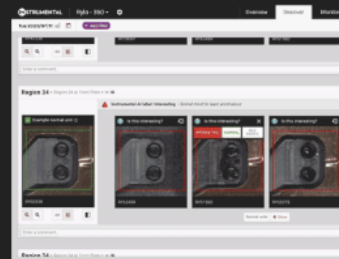
This was a multiple-quarter-long development effort. Thank you to all on the Instrumental team who were critical to this release and to all of the customers who provided their candid feedback.

Check it out here: <https://lnkd.in/gPrDSqDQ>

INSTRUMENTAL

Next-generation of Discover AI is here

- Uncovers novel defects with just 5 units
- Up to 5X more precision with feedback
- Intercepts discoveries in real time to contain risks quickly



👍❤️👍 112

8 comments · 3 reposts



Jyoti Bansal · 2nd

Entrepreneur | Dreamer | Builder. Founder at Harness, ...
1w · Edited ·

+ Follow ...

Harness' Chaos Carnival is back on January 24 - 25!

Join us for a 2-day virtual conference on all things Chaos Engineering — including keynote speakers, 30+ breakout session, workshops and so much more.

Chaos Carnival isn't just a conference; it's a global conversation.

In today's digital landscape, there's a surging demand for software reliability and resilience. Chaos engineering enables businesses to channel their energy into groundbreaking innovations, leaving the dread of system failures behind.

I'll be one of the keynote speakers alongside Raj Thomas, [Nicolas M. Chaillan](#), [Vidhu Bhala RV](#) and [Uma Mukkara](#).

Excited for this deep dive into the world of chaos engineering! Register for free: <https://bit.ly/3Hnn8U8>

#ChaosEngineering #Harness #ChaosCarnival2024 #DevOps Chaos Carnival 2024

91

11 reposts



William Ballance · 2nd

CEO at Lavender | #1 AI Sales Email Coach | Free fo...

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1mo ·

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We're giving Instacart or Amazon gift cards to salespeople who are unemployed. Stressing about gifts or food for Christmas (or whichever holiday you celebrate?)

Hit us up - we're sending gift cards to the first 100 families.
<https://lnkd.in/eDS7E3wS>

We've been on a mission to help jobseekers since we launched and we hope this can help more people out there. 🙏🏻

(Lavender is always free for jobseekers, students, and bootstrapped entrepreneurs).

Merry Christmas! 🎄🎅🏻!

166

9 comments · 12 reposts



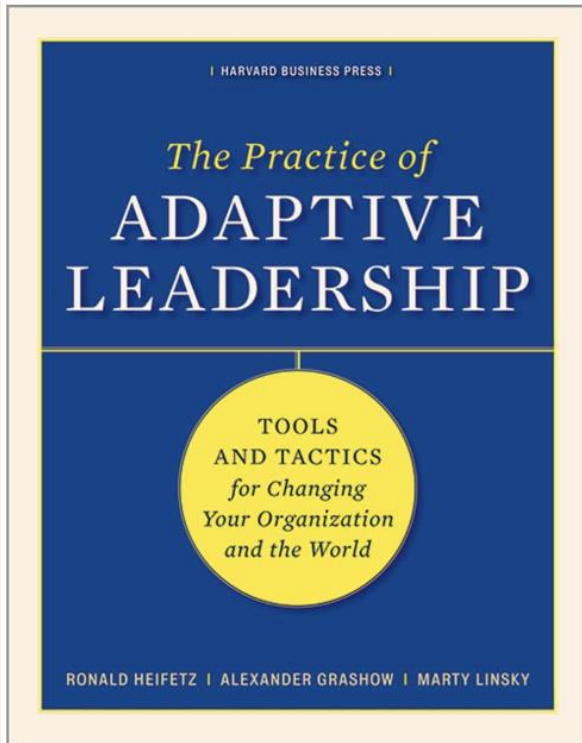
Shail Jain · 2nd

CEO @ FARRAGUT | Strategic Leadership, Long View a...

3w · 🌐

+ Follow ...

Transforming a stable company into a Responsible AI-based SaaS company is no small feat. As a CEO, I knew the challenges ahead but struggled to find a clear path forward. That's when I stumbled upon a game-changing book from Harvard Business Press. It provided me with invaluable insights and guidance, helping me navigate through these turbulent and exciting times. I'm surprised this book isn't getting the attention it deserves. If you're facing similar challenges, I highly recommend giving it a read.



👍❤️👍 28

7 comments



Ramsay Brown · 2nd

Securing AI. CEO @ Mission Control AI. Research @ Ca...

3mo · 🌐

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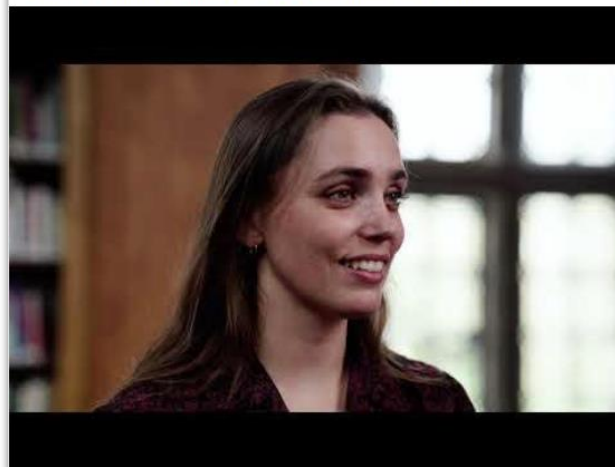
Olivia Gambelin is one of the sharpest thinkers in AI Ethics. Please join us in celebrating her Portrait in AI Leadership; a more personal glimpse into one of the brightest in our field 🌟

The Portraits in AI Leadership are intimate interviews with global leaders in Responsible AI. They're shot on-site at Mission Control AI's annual Leaders in Responsible AI Summit at Jesus College, Cambridge, in the United Kingdom.

Ahead of our 2024 Summit [apply to attend here: <https://lnkd.in/g5R5rpA5>], we're releasing a new Portrait each few weeks to showcase the work and vision of a global range of thinkers and experts. We could not be more grateful to everyone who participated in making this project so special.

<https://lnkd.in/gP3vZThF>

#aiethics #aisafety #aigovernance #generativeai #digitaltrust



Portraits in AI Leadership 2023 - Olivia Gambelin

youtube.com

👍❤️👍 43

2 reposts



Anna Zdorenko · 3rd+

Founder of smartUA to boost sales with AI-generated ...

3mo · 🌐

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I have no words! My heart is racing! It's a tremendous honor to be included in the #Forbes ranking of the best tech women in #Gaming in Cyprus! Once upon a time, I applied for the 30 Under 30 ranking, and I couldn't even imagine that I would make it into another ranking.

#incymoai #dreambabydream #techwomen #entrepreneurship



Forbes Cyprus Women in Tech

972 followers

3mo · 🌐

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Introducing our 5 outstanding Nominees in GameDev

In the rapidly evolving world of Game Development, these five luminaries have marked their territories, pushing boundaries and redefining norms.

Nominee 1 — Anna Zdorenko: Innovative AI Gaming Entrepreneur

Anna Zdorenko, Founder and Chief Executive Officer at [INCYMO.AI](#), has embarked on an exceptional journey, from co-founding a startup in PetTech in 2015 to increasing an online bank's revenue by nearly \$2MM/month in 2018 using ML-models. By 2023, she propelled [INCYMO.AI](#) to a 10x revenue increase within ten months and engaged with B2B partners with revenues up to \$2 billion.

Nominee 2 — Elena Grigorian: Gaming Titan with Global Impact

Elena Grigorian, the pivotal leader at [MY.GAMES](#), has made waves in the gaming industry with over two decades of experience, including a significant stint at Disney's video games unit. Under her leadership, a 200-strong unique marketing team propelled the company's business to grow fourfold, making [MY.GAMES](#) a dominant name in mobile gaming.

Nominee 3 — Marina Ilina: Pioneering Entertainment Leader

Marina Ilina, the visionary Chief Executive Officer of [PIN-UP GLOBAL](#), oversees an expansive ecosystem of companies innovating in the entertainment industry. Marina's emphasis on technology, coupled with her commitment to maintaining workflow even in challenging circumstances like the ongoing war in Ukraine, highlights her adaptability and forward-thinking approach.

Nominee 4 — Aleksandra Rudis: Tech-forward Game Strategist

Aleksandra Rudis stands as the pioneering Chief Executive Officer of [Apella Games](#), leading the charge with their promising "Rite of Titans" game. Prior to this, she championed tech innovation at [Wargaming](#), holding pivotal roles from Product Director to Operations Director.

Nominee 5 — Antonina Zinovenko: Strategic Art Leader

Antonina Zinovenko, Manager of the Art Department at [Wargaming](#), has been an instrumental figure behind the acclaimed game "World of Tanks". In her tenure, she's successfully restructured the art department after a significant relocation in 2022, optimizing processes, fostering employee development, and establishing systems for growth assessments.

Join us at the Forbes Cyprus 20 Women in Tech Awards Ceremony and Gala Dinner on December 8th, 2023. The tickets are here:

www.womenintechawards.eu

Introducing our 5 outstanding Nominees in GameDev · 6 pages

Accessibility mode



Introducing our 5 outstanding Nominees in GameDev



Let us delve deeper into their profiles and expertise

Forbes
20
WOMEN IN TECH
AWARDS

2023, CYPRUS

PRESENTED BY JCK HARRIS

👍👎🗨️ 172

12 comments



Harold Hughes · 3rd+

MBA | Tech Founder & CEO | Strategic Business Develo...

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2mo · 🌐

[+ Follow](#) ...

One of the things that I love about storytelling is how transformational it is. As a child, I read books that whisked me away into imaginary worlds of make-believe. As an adult, stories have inspired me to believe in the impossible as I accomplish things that I've never seen someone who looks like me do.

As much as I share my stories for keynotes, panels, and mentoring, I plan to do a better job of writing and documenting this journey in hopes of helping others believe in the magic of their own stories. So, if you see me on here - or anywhere else - sharing how I have learned, what I have built, where I have failed, and what keeps me going, feel free to chime in, share some love, and join the conversation.

[#storyteller](#) [#lifelonglearner](#) [#entrepreneur](#) [#investor](#) [#communitybuilder](#)





Your Role Changes As Your Company Grows

Early Stage

- ✓ Primary focus: business development, fundraising
- ✓ Your network is critical: early customers, investors, employees, and partners come from your network.
- ✓ Post actively to keep everyone informed.
- ✓ Engage to build goodwill.

Growth Stage

- ✓ Primary focus: keeping everyone aligned as you scale.
- ✓ Everyone is paying attention to you; they want to know what you think. You “control the weather.”
- ✓ Post about mission, values, and culture as well as company milestones, traction, and awards.

Unicorn Stage

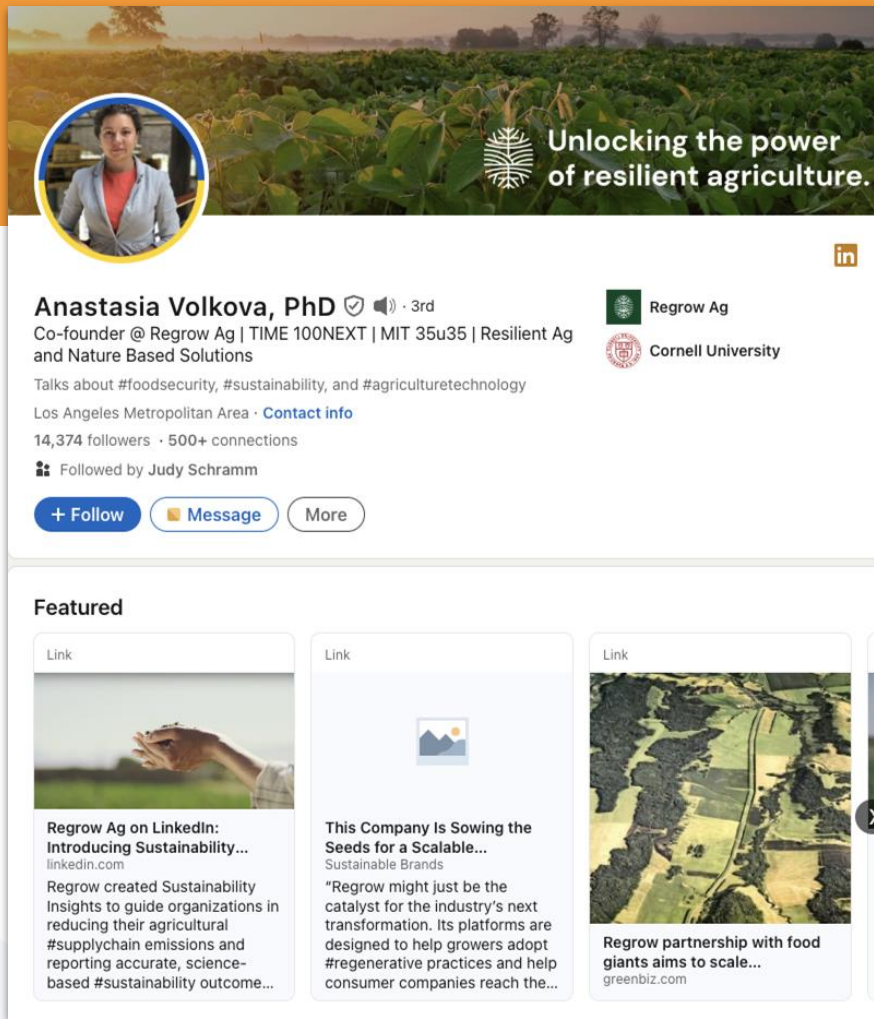
- ✓ Primary focus: employees, customers, media.
- ✓ You are the human face of the company.
- ✓ Be natural, approachable, relatable.
- ✓ Post about team accomplishments, product news, your speaking engagements and events, company milestones, giving back.



Let's look at some examples

LinkedIn for SaaS CEOs



Early Stage




Anastasia Volkova, PhD   · 3rd

Co-founder @ Regrow Ag | TIME 100NEXT | MIT 35u35 | Resilient Ag and Nature Based Solutions

Talks about #foodsecurity, #sustainability, and #agriculturetechnology

Los Angeles Metropolitan Area · [Contact info](#)

14,374 followers · 500+ connections


 Followed by Judy Schramm

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Regrow Ag
Cornell University

Featured


Link



Regrow Ag on LinkedIn: Introducing Sustainability...
linkedin.com

Regrow created Sustainability Insights to guide organizations in reducing their agricultural #supplychain emissions and reporting accurate, science-based #sustainability outcome...


Link



This Company Is Sowing the Seeds for a Scalable...
Sustainable Brands

"Regrow might just be the catalyst for the industry's next transformation. Its platforms are designed to help growers adopt #regenerative practices and help consumer companies reach the...


Link




Regrow partnership with food giants aims to scale...
greenbiz.com


Growth Stage

LinkedIn for SaaS CEOs



Unlock the potential of global teams in minutes, not months.




Nicole Sahin  · 2nd
Founder, CEO & Chair at G-P | Globalization Partners | Named one of the 100 Most Intriguing Entrepreneurs of 2022 by Goldman Sachs | Best-Selling Author | Philanthropic Entrepreneur

Talks about #eor, #remotework, #remoteteams, #globalbusiness, and #globalizationpartners

San Diego, California, United States · [Contact info](#)

www.g-p.com

16,794 followers · 500+ connections

 Judy Schramm is a mutual connection

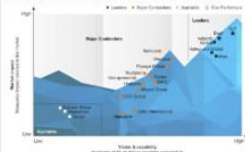
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Featured

Post

We're happy to say we are *peak* 🏆. Another year, another...


Event Group Employer of Record (EOR) Subsites F24M, Nat'l Assessment 2022






1    141 · 1 comment

Post


At G-P, work isn't just about where your company exists...






1    247 · 8 comments

Post

That's billion with a B, and yes, that's annualized recurring...

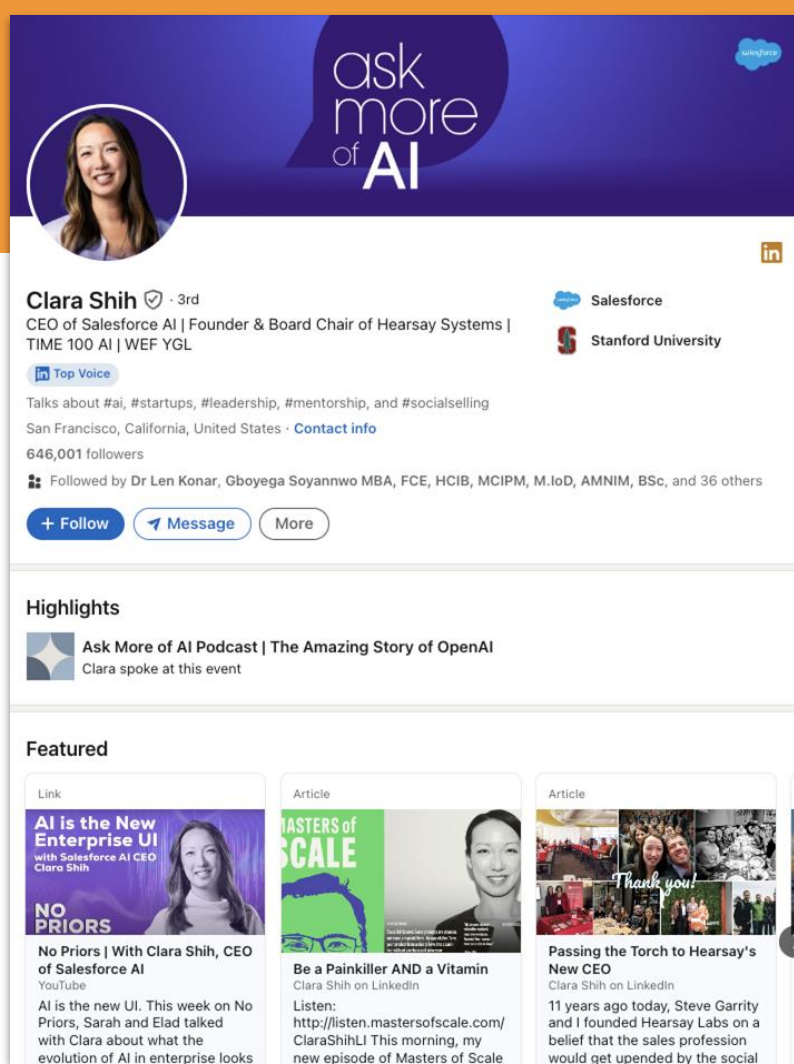


Globalization Partners to Attain \$1 Billion Dollars in Annualize...
prnewswire.com · 3 min read

1    471 · 91 comments


Unicorn Stage

LinkedIn for SaaS CEOs





The image shows a screenshot of Clara Shih's LinkedIn profile. At the top, there is a blue banner with the text "ask more of AI" and a small Salesforce logo. Below the banner is a circular profile picture of Clara Shih. To the right of the profile picture is the LinkedIn logo. The profile information includes her name "Clara Shih" with a verified badge and "3rd" degree, her current role "CEO of Salesforce AI | Founder & Board Chair of Hearsay Systems | TIME 100 AI | WEF YGL", and her affiliations with "Salesforce" and "Stanford University". A "Top Voice" badge is also present. The bio states she talks about #ai, #startups, #leadership, #mentorship, and #socialselling, and is located in San Francisco, California. She has 646,001 followers and is followed by several individuals and organizations. At the bottom, there are three featured items: a link to a YouTube video titled "AI is the New Enterprise UI", an article titled "MASTERS OF SCALE" from Clara Shih on LinkedIn, and another article titled "Passing the Torch to Hearsay's New CEO" from Clara Shih on LinkedIn.


ask more of AI

Clara Shih  · 3rd

CEO of Salesforce AI | Founder & Board Chair of Hearsay Systems | TIME 100 AI | WEF YGL

 Salesforce


 Stanford University

 Top Voice

Talks about #ai, #startups, #leadership, #mentorship, and #socialselling


San Francisco, California, United States · [Contact info](#)

646,001 followers

 Followed by Dr Len Konar, Gboyega Soyannwo MBA, FCE, HCIB, MCIPM, M.LoD, AMNIM, BSc, and 36 others


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Highlights

 **Ask More of AI Podcast | The Amazing Story of OpenAI**
Clara spoke at this event

Featured

Link




AI is the New Enterprise UI
with Salesforce AI CEO Clara Shih

NO PRIORS

No Priors | With Clara Shih, CEO of Salesforce AI
YouTube

AI is the new UI. This week on No Priors, Sarah and Elad talked with Clara about what the evolution of AI in enterprise looks

Article




MASTERS OF SCALE

Be a Painkiller AND a Vitamin
Clara Shih on LinkedIn

Listen:
<http://listen.mastersofscale.com/ClaraShihLI> This morning, my new episode of Masters of Scale

Article



Passing the Torch to Hearsay's New CEO
Clara Shih on LinkedIn

11 years ago today, Steve Garrity and I founded Hearsay Labs on a belief that the sales profession would get upended by the social



LinkedIn Tips for SaaS CEOs



LinkedIn for SaaS CEOs



RESOURCES



SaaS Tips page:

- LinkedIn Checklists
- Excellent CEO Examples
- How to Craft a CEO Brand on LinkedIn
- Blog posts about LinkedIn strategies

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