

Lukas Hertig

Chainstack / WebPros



I'm 18 years in Software and SaaS. Grown-up from account manager years ago into international sales, management. Later moved to Marketing and built up and managed large teams and budgets. Now mostly focusing on Strategy & Growth through Sales, Marketing and Product-Led. We run 900k+ servers and 70M+ websites based on our software globally - with 170M+ ARR.

I'm also an advisor to www.chainstack.com - the leading managed blockchain service for enterprise blockchains including R3/Corda.

I'm based in Switzerland, a member of the Crypto Valley Association, a member of the Crypto Explorers Group, and actively engaged in the Blockchain Startup ecosystem. Blockchain is one of the most promising technologies in the future that can change both economic and political landscapes towards the greater good. I envision it as the digital version of the direct democracy rooted in Switzerland.

Industry and Experience:

- International Sales & Sales Management - 10+ years
- Marketing & Marketing Teams - 5+ years
- Business Development, Sales & Strategy - 10+ years
- Startup Mentorship - 3+ years
- Angel Investor - 3+ years

Areas of expertise & core focus:

- Software & SaaS
- Cloud (IaaS, PaaS, SaaS)
- Blockchain
- eCommerce
- Digital Transformation
- Global IT Channel & building/growing channels

What can you offer to a startup or entrepreneur?

- Creating a proper foundation in Marketing/Sales/Strategy/Product Management
- Providing my global network in IT, Startups, Investors and other communities
- Helping to develop clarity & focus
- Advice on funding strategies

What are you hoping to get out of this?

- Giving back
- Opening my network for new companies
- Learn and teach continuously
- Expanding my community in Blockchain
- Helping both, Corda/R3 and Chainstack communities to grow

Reach out if you are looking for...

Creating and Scaling your business

Strategy and Business Model Development

Marketing & Building your Brand

Engaging with enterprise companies

Pitch Feedback & Advice

Best piece of advice for startups?

Get your story right - then everything else will follow