

Lukas Hertig

Curriculum Vitae + Deal History Portfolio, Advisory Profile - Full Package

Swiss | Schindellegi, Switzerland | lhertig@gmail.com | +41 79 601 19 89 | [LinkedIn](#) | Book a call: <https://calendly.com/lhertig/30min> |

I partner with Software, SaaS, and IT entrepreneurs to achieve profitable growth and exits. Without losing sight of your goals.

Executive Summary

I am an international, results-driven, innovative professional with over 20 years of experience in IT, software, and cloud sectors. Specializing in strategic corporate development, M&A, and scaling high-growth SaaS businesses and profitable Vertical Market Software (VMS). I've successfully scaled ventures from 600k ARR to over 240M+ ARR with 60%+ EBITDA, leading global teams of 650+ and managing Millions of dollars in M&A transactions.

I thrive as both a strategic leader and hands-on contributor, having built multiple business divisions from scratch, documented processes and SOPs, implemented automation and more recently AI-driven processes. And then made myself redundant once these divisions reached full operational independence. My leadership style is centered around servant leadership, empowering teams and stakeholders to succeed, while fostering innovation and operational excellence.

I seek senior leadership roles such as CEO, CRO (Chief Revenue Officer - Sales and Marketing), or CDO (Corporate Development, M&A) or CSO (Chief Strategy Officer w/ M&A) in private equity portfolio companies or to help build a software-focused fund (rollup or buy & build). **I am also open to Advisory Roles to Private Equity in Software where applicable.**

Key Focus Areas

- **Corporate Development & M&A:** Expertise in buy-and-build strategies, roll-ups, strategic acquisitions, and exits, driving high valuations, valuation arbitrage and growth.
- **Artificial Intelligence & Digital Innovation:** Extensive experience integrating AI into M&A processes, business, sales and marketing automation, and digital transformation.
- **Servant Leadership:** Leading through empowerment, fostering innovation, and building autonomous, high-performance teams and operational systems. Installing hiring systems such as MBI or TopGrading or a combination with my own.
- **Growth Hacking & Scaling Go to Market:** Proven success in scaling SaaS and cloud businesses through innovative marketing & sales strategies, partnerships, automation and AI-driven solutions.

- **Private Equity & Venture Capital:** Advisory experience for PE-backed companies and early-stage startups, specializing in Software, SaaS, Cloud Computing, Web Hosting, and Technology.

Current (since Nov 2024): Partner, 23 Investments Ltd. : Investing in software, SaaS, and IT companies with untapped potential, including distressed assets. Supporting entrepreneurs with creative growth strategies, M&A guidance, and profitable exits. Combining proven business principles with modern innovation like AI, automation, and digital transformation to drive impactful, sustainable results.

Professional Experience

Senior Vice President, Business & Corporate Development

WebPros – Zürich, Switzerland | 08/2017 – Nov 2024

- **Led WebPros (fka Parallels) from 600k ARR to over 240M ARR and 60%+ EBITDA through international expansion and strategic M&A and 20 years.**
WebPros is today the market leader in the vertical market of enabling SMB web hosting and cloud software. Enabling an in-direct channel of 2500+ service providers globally, powering over 900'000 servers and over 35M Small and Medium Sized Businesses with its software in subscription.
- Played a key role in the \$1.5B+ exit to CVC Partners, supporting strategy, M&A activities and post-acquisition integration - in tandem with our chief strategy officer. Went through multiple changes and challenges with new leadership teams.
- **Created the WebPros M&A process from scratch for buy & build, end-to-end.**
Building a sophisticated outreach and evaluation with automation (make.com + custom CRM) and AI. Kept the M&A process and team lean by cooperating with our CEO, CSO, CFO, their teams and the WebPros Board in close relationship.
- **Build an acquisition pipeline of over 200 relevant companies**, all prioritized and pre-qualified within categories, bringing 40+ under mutual NDA with 35+ ready to sell. Can be handed over any time as it's stored in a process I defined through a deal flow CRM I built.
- Led the acquisition of companies like cPanel, WHMCS, XOVI, NixStats, and SocialBee, growing WebPros' SaaS and cloud services:
 - **2 more deals in signing for 2024 (confidential)**
 - **SocialBee (2024):** Led the end-to-end acquisition plus integration during the first 100 days. Successfully handed over integration to our technology and go to market organizations.
 - **NixStats (2021, now 360 Monitoring):** Managed the full lifecycle from strategy to integration, expanding WebPros' monitoring services.
 - **Sitejet Acquisition (2020):** A to Z – strategy, research, evaluation, deal structure, due diligence, integration into our products and organization.
 - **cPanel Acquisition (2016):** Involved in supporting the deal and working with external advisors, integration and future strategy of combined merger.

- **More deals from the past are available below and in a separate doc (deal history portfolio)**
- Built and scaled partnerships with AWS, Microsoft, and Google, driving a 28% YoY growth in cloud services growing to over 70k VM instances.
- Built the WebPros Ecosystem of ISVs (Independent Software Vendors) distributing through the WebPros products and install base. Resulting in over 30M additional ARR, still growing 15% YoY.
- Built divisions from the ground up, empowering teams to operate independently and documenting processes. Implemented automation and later on AI-led innovations.

CMO & VP of Marketing & Strategic Alliances

Plesk (now WebPros) – Zürich, Switzerland | 12/2015 – 07/2017

- Led the spin-off of Plesk from Parallels, growing it to 40M ARR with consistent 15-20% YoY growth and 50%+ EBITDA.
- Built and managed a 25+ member marketing team across multiple international locations.
- Drove marketing campaigns that contributed to onboarding 100s of new partners, 100+ ISVs and generating over 30k VM instances across AWS, Microsoft, and Google marketplaces.
- Worked closely with our CTO for the future product and growth strategy in our core markets.
- Build all operational marketing processes with the team and later transferred the marketing team to an operational leader so I could focus on growth and business/corporate development.
- Played a key role in Plesk's \$105M exit to Oakley Capital.

Senior Director, Global Marketing Strategy

Odin (now WebPros) – Zürich, Switzerland | 01/2015 – 11/2015

- Developed and implemented the marketing strategies that helped drive the \$160M sale of the Parallels Automation division to Ingram Micro. Leveraging all past brand deals we collected in sales in the past before. Including but not limited to global brands such as Telefonica Group, Portugal Telecom Group, Swisscom, Telecom Italia, Telenor, and many others.
- Led all product marketing strategy efforts around the Parallels Automation Suite. A leading software that enables cloud services and marketplaces at over 100 Telecom companies and 10+ global IT distributors today.
- Led updating messaging and positioning frameworks that increased market visibility and engagement with global telecom and cloud service providers.
- Continuously expanded the Cloud Council VIP program. Met 4x per year in amazing hotels across Europe for 2 days. Built strong relationships and a community with CxOs in the Service Provider and Telecom Industry building, managing and supporting each other operating cloud services while enhancing our product offerings.

Senior Director, Sales & Business Development, EMEA

Odin (formerly Parallels, now WebPros) – Zürich, Switzerland | 01/2012 – 01/2015

- Led a 20+ person team, delivering 50% YoY growth while managing a \$35M annual budget.
- Scaled business partnerships across EMEA, delivering large-scale automation software to 100+ Telcos with deal volumes of \$1.5M to \$4.5M.
- Initiated and expanded the Cloud Council VIP program, developing partnerships with telecom executives. Supporting each other to build and manage cloud services.

Sales Director, Parallels Automation, EMEA

Odin (formerly Parallels, now WebPros) – Zürich, Switzerland | 01/2007 – 01/2012

- Managed the Parallels Automation product line, delivering enterprise solutions to 50+ Telcos across EMEA.
- Sold large-scale automation software with deal volumes between \$1.5M and \$4.5M, managing an annual budget of \$30M and leading a 20+ person team.
- Opened additional sales offices in Dubai, Johannesburg, and Moscow, and expanded professional services across regions.

Sales/Country Manager, Switzerland, Austria, France

SWsoft, later Parallels (now WebPros) – Zürich, Switzerland | 06/2004 – 12/2006

- Built 500+ new service provider channel partners from scratch, generating \$10M+ in software sales for telecom companies in the region.
- Built and led a 10+ person team and opened additional sales offices in Moscow, growing market presence and driving significant cloud adoption.
- Played a key role in regional conferences, representing Parallels as a thought leader in cloud solutions.

Deal History & Acquisitions (long version available separately)

Comprehensive list of transactions, showcasing leadership and strategic involvement, ordered by time.

1. **2 Larger acquisitions still to be signed in 2024 (confidential)**
2. **SocialBee Acquisition (2024)**
 - **Revenue Impact:** 5M ARR
 - **Level of Involvement:** Fully led the strategy, evaluation, and post-deal integration, utilizing AI for automation and operational efficiency. Led integration during the first 100 days. Handed over integration to technology and go to market organizations afterwards.
3. **NixStats (now 360 Monitoring) Acquisition (2021)**
 - **Revenue Impact:** 1.5M ARR
 - **Level of Involvement:** Managed the deal from strategy to integration, enhancing WebPros' monitoring capabilities. Led integration during the first 100 days. Handed over integration to technology and go to market organizations afterwards.
4. **Sitejet Acquisition (2020)**
 - **Revenue Impact:** 3M ARR
 - **Level of Involvement:** Led A-to-Z strategy, evaluation, and integration, incorporating Sitejet's services into WebPros. Led integration during the first

100 days. Handed over integration to technology and go to market organizations afterwards.

5. **WebPros to CVC Partners (2018/19)**
 - **Valuation:** \$1.5-1.6B+
 - **Level of Involvement:** Involved in strategy and execution of the sale with external advisors. Led corporate strategy post-deal to ensure value creation.
6. **cPanel Acquisition (2016/17)**
 - **Revenue Impact:** 60M ARR, 11x EBITDA
 - **Level of Involvement:** Involved in supporting the deal and working with external advisors, integration and future strategy of combined merger.
7. **Plesk to Oakley Capital (2015) - Carve-out from Parallels**
 - **Valuation:** \$105M
 - **Level of Involvement:** Played a key role in preparing Plesk for acquisition as an entity from Parallels, restructuring operations and aligning strategy with the buyer.
8. **Parallels Automation to Ingram Micro (2015) - Carve-out from Parallels**
 - **Valuation:** \$160M
 - **Level of Involvement:** Prepared the business for sale leveraging the customer brand portfolio I mostly built with my team in sales before, ensuring operational readiness and maximizing deal value.
9. **Helm, Ensime, Hsphere Acquisitions (2006)**
 - **Revenue Impact:** 1-2M ARR each
 - **Level of Involvement:** Part of the process that consolidated these products and integrated them into the business model.

Advisory & Mentorship Roles

- **Startup Grind** – Mentor for global SaaS/Cloud/Blockchain startups, volunteer.
- **GrowthMentor** – Advisor to startups in strategy, growth, and business development, volunteer.
- **R3 Venture Fund** – Mentor for 600+ early-stage companies.
- **Chainstack** – Advisor to a leading blockchain as a service company serving the crypto and blockchain industry. With enterprise class protocol networks.
- **University of Applied Sciences & Arts** – Occasional guest lecturer on eCommerce, digital transformation and blockchain.

Education & Certifications

- **Financial Modeling & Valuation Analyst (FMVA)** | Corporate Finance Institute, USA
- **M&A Courses and Masterminds** | The Dealmakers Academy (UK), DealMaker Wealth Society (UK), Roland Frasier and Ryan Deiss (both USA).
- **Advanced Growth Strategy (Main focus on PLG, Product Led Growth in Software and SaaS)** | Reforge, San Francisco, USA
- **Business Information Systems** | University of Applied Sciences and Arts Northwestern Switzerland

Skills & Competencies

- Strategy | Strategic Leadership | Corporate Development | Business Development | M&A (Mergers and Acquisitions) | Private Equity Value Creation | Deal Origination & Structuring | Growth Strategy Execution | Sales | Enterprise Sales | B2B Sales | Marketing | Digital Marketing | Product Management | Growth Hacking
- Financial Performance Management | Revenue Optimization | Cost Structure Analysis | Capital Allocation | Budget Management
- Operational Excellence | Organizational Scaling | Change Management | Business Transformation
- Artificial Intelligence in M&A & Operations | Digital Transformation | Innovation Management | Product Development | Product-Led Growth (PLG)
- Cloud (SaaS, IaaS, PaaS) | Software Industry Expertise
- Team Leadership | Talent Development | Cross-Functional Leadership | Motivation Based Interviewing (MBI) | Top Grading Hiring Method | My own Hiring Method
- Stakeholder Management | Corporate Governance | Strategic Partnerships
- Fundraising & Advisory | Market Expansion | Public Speaking | Coaching & Mentoring

Languages

- German (Native) | English (Fluent) | French (Limited) | Spanish (Learning)

Personal Interests

Passionate traveler, podcast enthusiast, avid reader, and fitness enthusiast, occasional music producer. I enjoy spending time with family, weight lifting, mountain biking, and constantly learning about new technologies and trends.

References

Available on Request

Lukas Hertig – Deal History Portfolio (Appendix)

Swiss | Schindellegi, Switzerland | lhertig@gmail.com | +41 79 601 19 89 | [LinkedIn](#) |

I help Business Leaders to reach more Scale and realize lucrative Exits faster

Overview

Throughout my career in corporate development and M&A, I have led and participated in numerous high-impact acquisitions and exits. My experience spans across Software, SaaS, cloud services, and technology companies, where I've contributed to the growth and success of businesses through strategic M&A and buy-and-build strategies. Below is a detailed history of the most significant deals I've been involved in, with a focus on metrics, my level of involvement, and the outcomes.

The M&A process I built for WebPros from scratch is detailed down below the list of deals.

Confidential SEO Tools Space Acquisition

- **Date:** August 2024 (signature planned)
- **Acquirer:** WebPros
- **Seller:** Confidential (Leading player in SEO tools space, 100% SaaS)
- **Revenue Impact:** 10M ARR
- **Deal Structure:** 2x ARR
- **Level of Involvement:** Fully involved in strategy, research, evaluation, and deal structuring. Worked closely with finance and legal teams on due diligence and integration planning. Expected signature and full integration by the end of 2024.

Confidential eMail & Collaboration Platform Space Acquisition

- **Date:** 2024 (pre-approved)
- **Acquirer:** WebPros
- **Seller:** Confidential (Leading player in alternative email & collaboration space)
- **Revenue Impact:** 8M ARR
- **Deal Structure:** Max 2x ARR, probably less
- **Level of Involvement:** Led A-to-Z strategy and evaluation. Managed overlapping minority investors and worked closely with internal and external teams to ensure operational readiness for integration.

SocialBee Acquisition

- **Date:** July 2024
- **Acquirer:** WebPros
- **Seller:** SocialBee (a global leader in social media management and automation)
- **Revenue Impact:** 5M+ ARR
- **Deal Structure:** 4x ARR with a 800k tax bucket due to identified risks
- **Level of Involvement:** Led the A-to-Z process, including strategy, research, evaluation, deal structuring, and integration. Managed the post-acquisition integration. Worked closely with finance and legal teams to execute the deal.

NixStats (now 360 Monitoring) Acquisition

- **Date:** 2021
- **Acquirer:** WebPros
- **Seller:** NixStats (SaaS monitoring service)
- **Revenue Impact:** 1.5M+ ARR
- **Deal Structure:** 7x EBITDA with a small earn-out
- **Level of Involvement:** Led the strategy, research, deal structuring, and post-deal integration. Focused on expanding WebPros' monitoring services. Collaborated closely with finance and legal teams throughout the process, ensuring smooth integration into WebPros' product offerings.

Sitejet Acquisition

- **Date:** 2020
- **Acquirer:** WebPros
- **Seller:** Sitejet (Website builder platform)
- **Revenue Impact:** 3M+ ARR
- **Deal Structure:** 3x revenue over a pure earn-out structure. Sold the 2nd part of the company (a service business) to a large partner of WebPros at the same time. Got the technology almost for free in a sophisticated deal structure.
- **Level of Involvement:** Fully involved from strategy and research to evaluation, due diligence, and integration into WebPros' product suite. Focused on transitioning the service business aspect of Sitejet to an external partner while integrating core technology.

WebPros to CVC Partners

- **Date:** 2018-2019
- **Acquirer:** CVC Partners
- **Seller:** WebPros (Plesk, cPanel)
- **Valuation:** 1.5-1.6B (2024)
- **Deal Structure:** Complex deal structure with multiple shareholders and managed by the finance team
- **Level of Involvement:** Involved in strategy and execution of the sale with external advisors. Worked with multiple shareholders to ensure a successful exit while managing the corporate strategy post-deal to drive further growth and value creation.

cPanel Acquisition

- **Date:** 2016-2017
- **Acquirer:** Plesk (later rebranded the holding to WebPros)
- **Seller:** cPanel (Web hosting automation software)
- **Revenue Impact:** 60M+ ARR
- **Deal Structure:** 11x EBITDA with partial roll-over for owner. Owner is still on the WebPros Board.
- **Level of Involvement:** Played a key role in deal strategy and integration. Worked on future strategy and scaling the combined businesses post-merger, contributing to significant ARR growth and operational synergies.

Parallels Automation to Ingram Micro (Carve-Out from Parallels)

- **Date:** 2015
- **Acquirer:** Ingram Micro
- **Seller:** Parallels
- **Valuation:** 160M
- **Deal Structure:** 4.5x revenue (35M in revenue)
- **Level of Involvement:** Fully involved in the deal process, including preparation for sale and alignment of strategy. Supported post-sale strategy to ensure successful integration into Ingram Micro's operations. Limited post-sale as I moved to the Plesk division carved out by Oakley Capital.

Plesk to Oakley Capital (Carve-Out from Parallels)

- **Date:** 2015
- **Acquirer:** Oakley Capital
- **Seller:** Parallels
- **Valuation:** 105M
- **Deal Structure:** 6x EBITDA (30M Revenue)
- **Level of Involvement:** Played a critical role in preparing Plesk for the sale, restructuring operations, and aligning the business strategy with the acquirer's goals. Fully involved in the exit process, from deal structuring to negotiation.

Helm, Ensim, Hsphere Acquisitions

- **Date:** 2006
- **Acquirer:** Parallels (re-branded from SWsoft)
- **Sellers:** Helm, Ensim, Hsphere (Web hosting automation platforms)
- **Revenue Impact:** 1-2M revenue each
- **Deal Structure:** 4-5x EBITDA
- **Level of Involvement:** Actively involved in the acquisition process, contributing to the evaluation and integration of these companies into Parallels, driving efficiencies and enhancing the company's product suite.

SWsoft Confixx Acquisition

- **Date:** 2004
- **Acquirer:** SWsoft (later Parallels)
- **Seller:** Confixx (Web hosting automation platform, discontinued)
- **Revenue Impact:** 600k ARR at the time of acquisition
- **Level of Involvement:** Involved in the broader acquisition strategy as the company was consolidating products like Confixx, Plesk, and others. Played a supporting role in integration and operational alignment post-acquisition.

Building a lean, optimized M&A Process at WebPros

As WebPros continued to grow through acquisitions, it became essential to develop a streamlined, efficient M&A process to manage the increasing deal flow and ensure successful integration. I built the **M&A process from scratch, focusing on making it lean and automated wherever possible.**

This was achieved through a combination of strategic design for the software and SaaS sector, automation, and AI integration:

- **Deal Origination & Outreach:**
 - Used my large personal global network for personal outreach - mostly across the WebPros ecosystem.
 - Introduced automation tools based on www.make.com - connected to databases such as www.apollo.io, www.zoominfo.com, multiple no-code web scraping tools for web data extraction, google sheets, OpenAI, others
 - Introduced AI tools such as www.clay.com (with OpenAI) to automate initial outreach and personalize acquisition strategies. This significantly reduced the

time spent sourcing potential targets and improved the quality of deals by leveraging data-driven insights.

- AI confidentiality: I mostly used isolated/private OpenAI environments that did not learn from our data and not store the data. Used Claude, Gemini and even locally installed LLMs (completely private) for less critical elements.
- Built a highly secure, self-hosted, open-source based **DealFlow CRM** customized for the WebPros acquisition process and managing the whole deal pipeline. Connected and integrated to the deal orientation and outreach process. Providing access and automated weekly update reports across the WebPros leadership team and investors.
- **AI tools and custom GPTs used can be demoed on request**
- **Evaluation & Due Diligence:**
 - Developed all evaluation templates for the whole M&A process. Including evaluation checklists in the DealFlow CRM, Business Case and Valuation calculators and Pitch Decks.
 - Implemented AI-driven due diligence tools that automated financial and operational assessments, allowing for faster and more precise deal evaluations. This reduced manual workloads and increased the speed at which deals could progress.
 - Together with our technology organization, I built custom due diligence checklists and templates, specifically for Software & SaaS.
 - Built multiple other documents including SWOT, PESTLE, or Risk Management & Mitigation Plans.
 - Prepared all board presentations and business case pitch decks for our CEO or partially presented to the board myself.
 - Built SOPs for M&A to make myself redundant
- **Collaborating with external advisors and auditors**
 - Build a contact network of advisors and auditors across Europe & USA
 - Closely worked with specialized in legal, tax, finance across multiple countries
 - Advised and worked with many external board advisors of WebPros
- **Project Management:**
 - Implemented a rigid project management methodology to steer all different stakeholders in the right direction.
 - Worked with a schedule of weekly calls with both internal and external stakeholders and advisors.
 - Carefully handled inter-cultural challenges with people working across many countries, both remote and in offices.
- **Integration Planning:**
 - Developed a standardized integration framework focused on Software and SaaS, ensuring that newly acquired companies could be seamlessly incorporated into WebPros.
 - The draft of the integration plan was agreed prior to signing the deals. So everyone knows that day 1 is a new beginning, not the end.
 - This process included extensive documentation and checklists, and clear communication channels between teams. Supporting the integration process during the first 100 days. Handing over the integration to both, technology and go to market organizations.

- **Cross-Functional Collaboration:** Worked closely with the finance, legal, and operations teams to ensure alignment at every stage of the deal process. By maintaining a lean M&A team, we were able to cooperate effectively while minimizing overhead.
- **Reporting:** Implemented and established regular reporting processes across all relevant teams (Investors, Leadership, Department Leads).

The result was a **highly efficient M&A process** that enabled WebPros to scale rapidly through acquisitions while ensuring smooth integrations, cost efficiencies, and strategic growth.

References

Available on Request

Lukas Hertig – Advisory Profile

Swiss | Schindellegi, Switzerland | lukas@23.investments | +41 79 601 19 89 | [LinkedIn](#) |

I help Business Leaders to reach more Scale and realize lucrative Exits faster

About Lukas Hertig

With over 20 years of experience in the software, technology, and cloud sectors, I bring a unique blend of **corporate development**, **M&A expertise**, and **growth hacking via creative sales, marketing and partnerships** to companies seeking to optimize operations, scale efficiently, and increase profitability. I have helped scale ventures from 600k ARR to over 240M+ ARR, managing global teams of 650+ and leading multi-billion-dollar M&A transactions. My experience includes building operating systems that streamline operations, implementing automation and AI-driven processes, and creating scalable, high-performance teams.

I offer **hands-on advisory services** for private equity firms, Software and SaaS companies, IT service providers, and startups looking to enhance growth, operational efficiency, and profitability. My advisory style focuses on **servant leadership**, empowering teams to deliver innovation and sustainable success.

Advisory Services & Expertise

I provide a wide range of **international advisory services** that cover the following areas:

Corporate Development & M&A Strategy for Software & SaaS

I have led and structured numerous successful acquisitions, roll-ups, and exits. I can provide expert guidance in:

- **Proprietary Deal Origination:** Supporting Portfolio Companies of Private Equity firms and funds with sophisticated automated outreach to build an M&A funnel.
- **Buy-and-Build Strategies or Roll Ups:** Supporting private equity firms and portfolio companies in executing roll-up strategies, expanding market share, and creating synergistic value.
- **M&A Process Optimization:** Developed lean, automation- and AI-powered M&A processes to streamline deal origination, due diligence, and integration. At WebPros, I built a highly automated process, reducing cycle times and enhancing deal outcomes.
- **Post-Merger Integration:** Advising on integrating acquired companies into existing structures, ensuring smooth cultural and operational transitions.
- **Exit Readiness:** Preparing companies for acquisition by improving financial performance and operational readiness.

Automation, Artificial Intelligence & Digital Transformation

AI has become central to business optimization, and I help companies implement AI-driven processes to improve productivity:

- **M&A Tools:** Introducing automation and AI tools for **deal origination, building a custom dealflow CRM, due diligence, and data analysis**, allowing faster and more accurate decision-making in acquisitions.
- **Digital Transformation:** Advising companies on digitizing their operations, improving scalability, and reducing costs through automation and AI integration.
- **Growth Strategy through automation and AI in marketing and sales:** Offering expertise on leveraging automation and AI for **growth hacking**, marketing efficiency, and scaling customer acquisition.

Growth Hacking & Scaling International Go To Market Strategies

I specialize in growing SaaS businesses through **innovative marketing and sales strategies, partnerships, enabling resellers, and scalable processes**:

- **B2B Software and SaaS Go-to-Market Strategy:** Assisting companies in refining their go-to-market strategies, including company and product positioning, marketing, and sales automation.
- **Partnerships & In-direct Channel Partner Development:** Building in-direct channels, strategic alliances with cloud providers and technology partners (AWS, Microsoft, Google, DigitalOcean, others) to drive growth.
- **Revenue Optimization:** Supporting “the new normal” in Software and SaaS to balance profitability and growth instead of growth by all means. Offering advisory on product-led growth (PLG), subscription models, and pricing strategies to maximize recurring revenue and EBITDA.

Profit Optimization & Value Amplification

In addition to scaling businesses, I focus on optimizing profitability and amplifying value creation through proven strategic frameworks and checklists:

- **Profit Optimization:** Identifying opportunities to improve margins by reducing operational inefficiencies, refining pricing models, and streamlining costs.
- **Value Amplification:** Enhancing business valuation by improving operational performance, scaling revenue streams, and optimizing financial KPIs to maximize EBITDA and overall valuation multiples.

Building Operating Systems for Companies

I have extensive experience in designing and implementing **operating systems** that create clarity and efficiency across teams and processes:

- **WebPros Operating System:** I designed and implemented the WebPros Operating System to bring cohesion across product, sales, and marketing teams. This system established clear KPIs, streamlined communication, and built a playbook for scale.
- **Building High-Output Teams:** Advising on creating **high-output teams** by aligning teams with clear goals, optimizing cross-functional collaboration, and ensuring operational clarity.
- **Playbooks & Value Creation Engines:** Establishing playbooks and value creation engines to standardize operations, ensuring that companies scale efficiently without losing operational effectiveness.

Advisory Deliverables

As part of my advisory services, I provide (including but not limited to):

- **Initial Strategy Assessments:** Comprehensive reviews of market positioning, business diagnostics, and financial performance to identify areas for growth and optimization.
- **Growth & M&A Strategy Documents:** Custom-built strategies for growth and acquisition, including action plans, go-to-market strategies, and AI usage recommendations.
- **Monthly Reports & Regular Reviews:** Ongoing updates tracking progress against strategic initiatives, with actionable insights and next steps.
- **Profit Optimization & Value Amplification:** Identifying opportunities to reduce costs, improve margins, and amplify business valuation.
- **Executive Coaching & Team Development during Execution:** Coaching sessions for executives and teams, fostering leadership development and organizational growth.
- **SOP & Process documentation**
- **Hiring and Social Media Recruiting Frameworks to support team expansion internationally**

Education & Certifications

- **Financial Modeling & Valuation Analyst (FMVA)** | Corporate Finance Institute, USA

- **M&A Courses and Masterminds** | The Dealmakers Academy (UK), DealMaker Wealth Society (UK), Roland Frasier and Ryan Deiss (both USA).
- **Advanced Growth Strategy (Main focus on PLG, Product Led Growth in Software and SaaS)** | Reforge, San Francisco, USA
- **Business Information Systems** | University of Applied Sciences and Arts Northwestern Switzerland

Contact Me

If you're interested in exploring how I can support your company's growth, profit optimization, M&A, or operational transformation, reach out for a confidential discussion. I'm looking forward to hearing from you soon!

eMail: lukas@23.investments - Phone/WhatsApp: +41796011989