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Vocads Hiring Team

Dear Vocads Hiring Team,

I've been building B2B SaaS growth engines for seven years, and when I saw Vocads is scaling AI voice agents into the U.S. market, I knew I had to reach out. I was CMO at Thread, a fintech SaaS that got acquired after I scaled the user base 4x in 18 months. Now I'm working with 20+ B2B tech companies as a growth consultant, and the idea of taking a no-code AI product to market with backing from Station F and Microsoft GenAI Studio is exactly the kind of challenge I'm looking for.

WHY I'M YOUR IDEAL GROWTH MARKETING MANAGER – VOICE AI / B2B SAAS

- ✓ **Scaled a B2B SaaS to acquisition:** As CMO at Thread, I grew the user base 4x and doubled ARR to €1M with a €200K marketing budget, contributing directly to our acquisition by a major French asset manager
- ✓ **Generated serious pipeline across 20+ clients:** As a freelance growth consultant, I've increased qualified leads by 40-60% across my portfolio, with clients like Yousign and Mention, while maintaining a 4.8/5 satisfaction rating on Malt
- ✓ **Built webinars that convert:** I've produced and hosted weekly LinkedIn Lives reaching 1M+ people, plus managed end-to-end event marketing and webinar production for multiple B2B SaaS clients
- ✓ **Know how to work the full funnel:** At Impactfull, I scaled multi-channel acquisition by 170%, taking monthly qualified leads from 2,100 to 5,670 while managing a €240K annual budget across SEO, PPC, and paid social
- ✓ **Fluent in English and U.S. market expansion:** I worked at Crédit Agricole CIB in London, scored 900/990 on TOEIC, and I'm currently helping clients expand into English-speaking markets
- ✓ **Live in the tools you need:** I use HubSpot, Pipedrive, Google Analytics, SEMrush, Smartlead, La Growth Machine, Meta Business Manager, LinkedIn Campaign Manager, and I even build interactive lead gen tools on Replit that convert 3x better than traditional content
- ✓ **Data-driven experimenter:** I've reduced CAC by 40% across paid channels through relentless A/B testing, and I built automated lead generation systems that increased pipeline by 170% at Safran
- ✓ **Entrepreneurial to the core:** I founded Achylles (raised €300K seed funding), built side businesses generating €42K+ in revenue, and I'm comfortable testing new ideas and moving fast in startup environments

At Thread, I was responsible for all marketing, growth, and PR for a B2B fintech SaaS serving asset managers and private banks. When I joined, we had a solid product but needed to scale fast. I built a 5-person team, developed a 3-year marketing strategy combining inbound and outbound, and executed full-funnel demand gen across SEO, LinkedIn, content, PR, podcasts, and events. Within 18 months, we scaled the user base 4x and increased qualified inbound leads by 300%. We doubled ARR with a

€200K marketing budget, and I led our presence at 6+ leading fintech conferences. That work contributed directly to our acquisition. I know what it takes to scale a B2B SaaS from early traction to exit.

I'm obsessed with testing what works and killing what doesn't. At Impactfull, I ran a growth experimentation program that optimized our booking funnel and achieved a 68% improvement in booking-to-purchase rate. I've managed budgets from €2K to €450K across Google Ads, Meta, and LinkedIn, always focused on ROI. I've also gotten creative with lead generation. I built interactive tools on Replit like calculators and assessment apps that convert 3x better than ebooks or whitepapers. For webinars and digital events, I've used Streamyard, Livestorm, and Zoom to run everything from product demos to thought leadership sessions. I'm comfortable with CRM workflows in HubSpot and Salesforce, marketing automation, funnel optimization, and turning analytics into action.

What excites me about Vocads is the combination of cutting-edge AI technology and real business impact. No-code AI voice agents that boost productivity and deliver 24/7 customer experience is a product that sells itself once people understand it. The fact that you're backed by Station F, Microsoft GenAI Studio, and NVIDIA, and already expanding into the U.S., tells me you're serious about growth. I've actually worked with clients in the Microsoft GenAI Studio ecosystem, so I understand the space. I want to be part of a team that's building something genuinely innovative.

I'd love to talk about how I can help Vocads scale in the U.S. and beyond. I'm based near Nantes but travel to Paris regularly, and I'm completely comfortable working in English. If you're looking for someone who can build the growth engine, run experiments, and drive real pipeline, let's chat. I'm ready to make an impact.

Thank you for considering my application. I look forward to discussing how I can contribute to Vocads's continued success.

Best regards,

Fathi Sehla