CRO COMPARISON

In House

In House vs. On Demand

ON DEMAND

4-6 Months A Chief Revenue Officer retained search typically takes 4-5 months, with another several weeks expected to get the new in-house CRO to full capacity. You may face a 1-2 quarter gap In finding your next CRO. As your interim CRO, I hit the ground running.

2 Weeks

Large Equity.
Loaded Salary.

COMPENSATION

Options for on-demand executives Include defined project feeds (e.g. assessments, strategy, project plans), day rates, or monthly retainer. A typical In-house CRO's compensation, benefits and bonus will typically exceed \$450k and Include significant equity from a startup.

Limited Equity 50-75% Less

Limited

CAPABILITIES & EXPERIENCE

Most marketers are not Integrated with revenue growth. However, Adam's team is ready to lead marketing, business development, and sales; run revenue programs and systems from a full-funnel perspective.

Proven

Execution