# Now Everyone is a Solopreneur

Whether your source of **income** is an **employer** or a **client**.

## **Aligning**

- People
- Process
- → MarTech

Kathleen Voboril



# Call it...

The 'Great Resgination,'

'Quiet Quitting,' or

The 'Great Reshuffle'

I think the market is just lousy at valuing talent.

# Take my own experience.

Less than a year ago, recruiters reached out once every other week.

With awesome and interesting job opportunities.

I didn't even entertain some because they didn't pay 'enough.'

# Now the market is flooded with people like me.

The once-hot recruiting prospects with the in-demand skill sets now rethinking our careers.

It's an opportunity for reinvention, if a humbling one.

# The market for talent is simple.

Companies have *needs* and people have *skills*.

Those needs and skills didn't depreciate by 40-60% in 10 months...

which is what 'the market' would have me believe.

# I know better.

# This is a market timing issue.

# The challenge is...

We don't have a good 'buy & hold' mechanism for being a

value investor in your own career.

# We used to.

It was to get a job at a great, **big** company.

Spend your career there.

Retire with a legacy of work, surrounded by colleagues who'd been with you for that journey.

That's so rare now, though it still happens for some.

# The rest of us are solopreneurs,

whether the source of our income is a *single employer*, or a portfolio of *clients*.

# We don't have a framework for this yet.

A resume,
loaded with all the right
keywords to get past the
Al bots and ATS systems
doesn't cut it.

And the general guidance for **solopreneurs** is to narrow your offering so it fits into a

tidy little box.

Something the LinkedIn algorithm loves.

Then have an *Ideal Client Profile* that fits that niched down 'product.'

# The result:

'Needle-in-a-haystack' talent seeking

'One-in-a-million' clients.

LinkedIn can't facilitate that matchmaking at scale (yet).

But whether W-2 employers, or fee-paying clients...

businesses have needs.

And people have skills.

So here's my first stab at a **onepager** to help with this matchmaking.

It's **not a resume**. It's **not a brochure**.

It's not for a 'dream job' or an Ideal Client Profile.

It's a mechanism to start a conversation.

# Kathleen Voboril

Stratactical™ Growth Catalyst

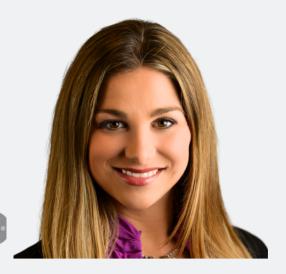








**OREGON** 





Within weeks, she understood nuances of our **business** that longstanding employees don't get.

- Current Client

Off-the-charts bias for action.

Kathleen navigates the matrix and finds a way to get things done!

- Past Manager

Her impact was felt immediately, and continues to be felt. She *leads* her team with humility and respect.

- Peer

She coaches and grows her people, always advocating for them. Her management style is one of earned autonomy.

- Past Direct Report

## Results



Built \$30M eComm business

from scratch in <4 years inside 75 year-old company.



Saved >\$2.5M in annual opex with technology, upskilling and cross-training.



**Achieved >92% adoption** of new tools to boost customer and employee success.

# Ideal Employer/Client

HQ or strong presence in Portland, OR.

Mission-critical growth challenge.

Urgent mandate for change.

## Skills

## Leadership

- Strategic Planning
- Cross-functional leadership
- Budget & P&L management
- Client & partner management
- Program & project management
- Public speaking & presentations

### **Functional**

- Marketing Strategy
- Digital Marketing
- **Customer Acquisition**
- **Product Marketing**
- Sales Enablement
- Agile/Scrum Methodologies

### Software/Tools

















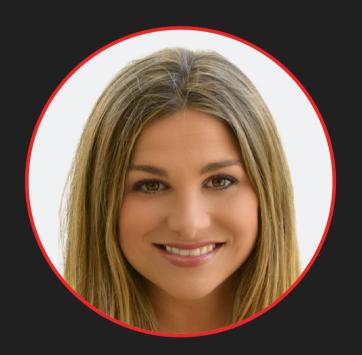




SALSIFY Seismic algolia

# Want to talk about your needs and my skills?

Follow Me



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