

# 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 Resignation*,

'*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  
*AI 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 **one-pager** 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



PENNINGTON

Elekta



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



Aligning → People → Process → MarTech

Want to talk  
about **your needs**  
and **my skills?**

Follow **Me**



**Aligning** → People → Process → MarTech

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