



Business Development

Scott Goering

VP of Business Development



I am a high-level connector and a coach. I use my technical background and experience in business development to match our portfolio-company executives with potential new partners and customers.

I maintain high-level relationships with CIOs, CTOs, CMOs and buyers of technology around the globe — as well as with forward-thinking executives at larger corporations. When a Fortune 500 company is ready to fill a hole in its technology stack, we can provide a qualified introduction to a portfolio company. I also coach early stage companies on go-to-market messaging and strategy to reach qualified buyers.



Battery's help on business development is uniquely helpful. Scott and team have been by our side as we scale our business, opening up new relationships and finding creative ways for us to get exposure.

Spenser Skates, CEO and co-founder at **Amplitude**



Talent + Recruiting

Kelly Kinnard & Susanne Richman

VPs of Talent



We know that recruiting and retaining talent can be the biggest pain point for a CEO. In many ways, your team is everything, whether you're a small startup, a pre-IPO company stacked with seasoned executives or a more-mature company that's already profitable.

Our global talent practice serves both our venture-growth and private-equity practices; Kelly focuses on venture and Susanne on private equity. We both help companies create and develop high-performance organizations, recruit top C-level talent and serve as resources on human-capital and organizational-talent initiatives. Susanne also oversees the executive-in-residence program linked to our private-equity portfolio.

We also manage a preferred group of retained and contingent recruiting firms to assist Battery portfolio companies.



Kelly has done a great job, filtered through many candidates, and sent me six to meet with. She is a rock star! She surfaced a great candidate at the right time in his career with exactly the skill set we need who also fits our culture.

Jeff Lunsford, CEO of **Tealium**

Susanne, your counsel was balanced, thoughtful and delivered in a professional and friendly manner. There is no question that without your involvement and commitment the process would not have been as thorough.

Brock Philp, CEO of **Newforma**



Marketing + Communications

Rebecca Buckman

VP of Marketing Communications



I am a storyteller at heart. After 18 years as a reporter and editor, including at the Wall Street Journal and Forbes, I love finding out what makes people — and companies — tick. As a marketer, I channel that passion into helping our companies tell their own stories across various platforms, whether it's speaking at an industry conference, writing a provocative blog post or giving a compelling interview to a journalist.

My team at Battery serves as a resource for early-stage companies just starting to tell their stories as well as more-mature ones preparing for a big liquidity event or dealing with a major brand challenge.



Becky and the Battery marketing team have been a fantastic partner to Braze over the last few years. From the onset, they were very helpful in setting the tone for corporate communications strategy, making key media introductions, and providing support for activities at important industry events.

Bill Magnuson, CEO and co-founder at **Braze**



Business Development

- Serves as a resource for early-stage, enterprise IT and B2B SaaS startups to develop go-to-market strategies, find product-market fit and create targeted sales messaging.
- Develops and maintains Battery's industry partnerships to provide unparalleled access through role-focused events, conversations around specific topics and 1:1 connections.
- Creates qualified leads with senior corporate executives who are interested in tapping into the Silicon Valley brain trust; fostering a forward-thinking mentality within their own organizations; and leveraging their large budgets for innovation and new technology.
- Building thematic relationships with a select group of senior executives at organizations that, through proprietary research, are selected based on a track record of meaningful engagement with early stage technology.



Talent + Recruiting

- Serves as a resource for startups needing to create and develop high-performance organizations, as well as for late-stage companies looking for specific executive talent.
- Offers help with talent and recruiting issues at all levels of an organization, from individual contributor all the way to the C-suite.
- Functions as a go-to resource for the HR and recruiting issues that inevitably surface at growth-stage companies.
- Manages a preferred group of retained and contingent recruiting firms to help the Battery portfolio.
- Refers executive-level candidates to portfolio companies for open roles.
- Assists with compensation questions and issues.



Marketing + Communications

- Helps companies evaluate outside PR firms and marketing/communications consultants, and provides counsel on internal communications staffing.
- Offers strategic and tactical counsel about communications issues including funding and other news announcements; messaging and positioning; pre-IPO communications; and crisis communications.
- Serves as a well-networked liaison with tech and financial-industry conference organizers.
- Provides counsel on content marketing, social media and digital-marketing strategies.
- Facilitates networking and best-practices sharing at the dozens of high-profile events Battery organizes each year for portfolio-company executives.

Battery

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We're here to help.

Battery Ventures provides investment advisory services solely to privately offered funds. Battery Ventures neither solicits nor makes its services available to the public or other advisory clients. For more information about Battery Venture' potential financing capabilities for prospective portfolio companies, please refer to our [website](#).