

Dear Curious Prospective Vodorian,

Nice to meet you. I'm one of the founders and the CEO of the company. I wanted to take a moment to say hello and offer a few points for consideration as you explore joining the team. There are some things that are hard to convey in a candidate selection process. This is my attempt to give you more context for the position you are evaluating.

Vodori has been in business since 2005. For most of our 15+ year history we built custom software for life sciences companies (pharma and med products manufacturers). In 2016 we leveraged this industry knowledge to switch to SaaS products, launching Pepper Flow in early 2018. With the pivot to our Pepper Cloud SaaS business, we are simultaneously sunsetting our legacy custom development work.

We added several customers ranging in size from Fortune 500 to startups in 2018 and then doubled our customer count in 2019 and again in 2020 with plans to get close to doubling again in 2021. I expect us to be in the 80+ customer range by year end. That's 0 - 80+ customers in a little better than 3 years. We achieved all of this on a shoestring budget with a very small team. With product-market fit achieved and a sales momentum building predictably, now it's time to scale up. This is where you come in.

The opportunity before you isn't a job. It's not even really a "career opportunity." It's more unique than that. We're on that special cusp, that inflection point where the market and product and momentum converge and it's go-go-go time. This is a chance to come in and to own and to lead and help amplify this growth. It's about the rare chance to hit an opportunity at the perfect time such that your capabilities plus our traction can make magic happen.

I look forward to meeting you and I hope you are not just looking for a job.



Scott Rovegno
CEO & Co-Founder, Vodori