

CEO Quarterly Letter - Q4 2023

From: Sarah Chen, CEO **Date:** January 5, 2024 **To:** All NovaTech Employees

Dear Team,

As we close out 2023, I want to take a moment to reflect on what we've accomplished together and share my thoughts on the year ahead.

Reflecting on 2023

When I think about 2023, the word that comes to mind is **transformation**. We didn't just grow as a company—we evolved in how we work, what we build, and the impact we have on our customers.

By the Numbers

- We grew ARR from \$82M to \$127M (55% growth)
- We expanded from 2,100 to 2,500 employees
- We shipped CloudForge 3.0, our most ambitious release ever
- We achieved SOC 2 Type II certification
- We launched in 3 new international markets

But numbers only tell part of the story. What excites me most is the customer feedback we've received. Hearing that our platform saved a startup months of infrastructure work, or that an enterprise team can now deploy with confidence—that's why we do this.

Challenges We Faced

I won't pretend 2023 was without challenges. The macroeconomic environment tested us. We had to make hard decisions about where to invest. Some initiatives didn't work out as planned.

But I'm proud of how this team responded. When we faced headwinds, you didn't retreat—you adapted. You found ways to do more with less. You stayed focused on what matters: our customers.

Looking Ahead to 2024

I'm energized about what lies ahead. Here's what I'm thinking about:

Strategic Priorities

- 1. Enterprise Growth** We've proven we can win enterprise customers. In 2024, we're investing more in enterprise sales, customer success, and the features large organizations need. Expect deeper compliance capabilities, enhanced security features, and dedicated enterprise support.
- 2. Platform Integration** Our products are powerful individually, but the magic happens when they work together. We're investing heavily in making CloudForge, DevPipeline, SecureVault, and DataLens feel like one unified platform. Seamless integration will be a competitive advantage.
- 3. AI Everywhere** AI isn't just a buzzword for us—it's an opportunity to make our products smarter. We're embedding AI capabilities throughout our platform: intelligent scaling, predictive alerting, automated troubleshooting. Our goal is to anticipate what customers need before they ask.
- 4. Global Expansion** EMEA and APAC represent huge opportunities. We're building local teams, establishing data center presence, and adapting our go-to-market approach for these regions.

What This Means for You

- **More resources:** We're hiring 300 people this year, focused on engineering, sales, and customer success
- **More investment in your growth:** We've increased the L&D budget and are launching new manager training
- **Continued remote flexibility:** No changes to our remote-first approach
- **Company offsite:** March 15-17 in Austin—I hope to see you there

Our Culture

As we grow, I think a lot about culture. It's easy for culture to dilute as companies scale. I don't want that to happen here.

A few things I want to reinforce:

We are customer-obsessed. Every decision should start with "what does the customer need?"

We trust each other. Our remote-first model only works because we trust people to do their best work. That trust is earned, and I'm grateful for how this team shows up every day.

We're honest. I'd rather hear bad news early than be surprised later. Speak up when something isn't working.

We have fun. Building a company is hard. But it should also be energizing. If you're not enjoying the work, let's talk about how to change that.

A Personal Note

Someone asked me recently what I'm most proud of about NovaTech. My answer: the people.

I've worked at companies where people were just trying to get through the day. That's not us. You care about the work. You care about each other. You come up with ideas that never would have occurred to me. That's special, and I don't take it for granted.

Thank you for everything you did in 2023. Thank you for choosing to be here. And thank you in advance for what we'll build together in 2024.

Here's to a great year ahead.

Sarah

P.S. - I'll be hosting an AMA on February 1st. Bring your questions, even the hard ones. See you there.

Questions? Feel free to reach out to me directly on Slack or at sarah@novatech.com. I read everything, even if I can't always respond quickly.