



# 14 Tech Founders Mastering Personal Branding

Here they are ➡



ABN ASIA.ORG



## 1. Alex Hormozi

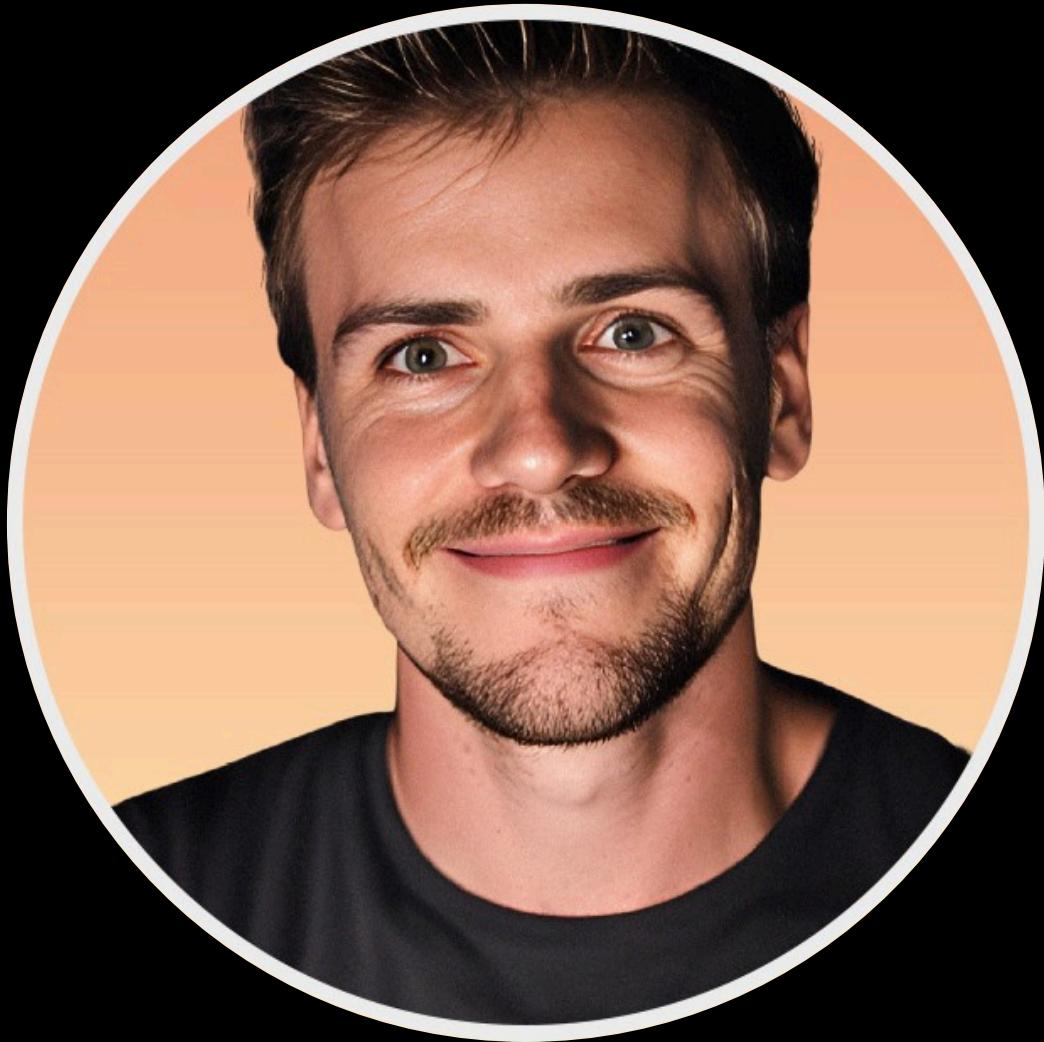
- Founder of acquisition.com & Skool
- Acquires businesses with \$1M-\$10M
- Shares life's lessons on business & wealth





## 2. Kristel Kruustük

- Co-Founder of Testlio
- She is the chief software testing officer in the world
- One of the most outstanding spokespersons of women in tech and balancing family life.



### 3. Tibo Louis-Lucas

- Built TweetHunter Taplio (sold for \$10M)
- Growing multiple startups
- Sharing tips about growth in public





## 4. Karoli Hindriks

- Founder of Jobbatical
- Share insights about frictionless relocation of global talent
- Empowers women in tech.
- TEDTalks speaker.



## 5. Guillaume Moubeche

- Founder of Lempire
- \$0 to \$26M ARR in 6 years bootstrapped
- Content about building profitable businesses



## 6. Yurii Veremchuk

- Founder of Swipely
- Talk about how to write cold emails and collecting best ideas





## 7. Ruben Hassid

- Founder of Easygen
  - The AI guy on LinkedIn
- "Master AI before it masters you"





## 8. Jason Fried

- Co-founder & CEO of 37signals / Basecamp

- Shares insights on remote working and contrarian thinking





## 9. iuliia shnai

- Founder & Indie hacker
- Use of no-code tools
- Portfolio of startup projects





## 10. Jason M. Lemkin

- Founder of Saastr
- Cultivates a social community of 500,000+ SaaS founders & executives
- Shares content on building SaaS companies



## 11. Codie Sanchez

- Founder of Contrarian Thinking
- Teaches how to buy boring businesses
- Content about growth and mindset.





## 12. Taavi Tamkivi

-Co-founder of Salv  
-Talk about fighting financial crime and has become the top spokesperson in Fintech/AML.





## 13. Andrew Gazdecki

- Founder & CEO of Acquire
- Assisted 100s of startups in acquisitions totaling \$500M+ and talks about that





## 14. Peep Laja

- CEO of Wynter
- Speed-testing B2B messaging and research-based business communication.





# Taavi Lindmaa

## Building brands on LinkedIn

Their secret?

Building in public.

Sharing real, unfiltered stories of  
struggles & triumphs.

Addressing client pains and solutions  
to overcome them.



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