

Jacob Wall

28787126

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October 3, 2013

1)

- CFO in a tech startup
- Director of Sales in the technology sector
- Accounting role in any sector

2)

- Softlayer/IBM
- Sendgrid
- Rackspace
- PWC
- Redhat
- Microsoft

3)

Sendgrid

Ticker Symbol	N/A
NAICS Code	518210: Data Processing, Hosting, and Related Services
CEO /President, other senior level executives and other key people in the organization	Jim Franklin – CEO Chad Vara – CFO Joe Scharf – Director of Engineering
Primary industry	Managed Application & Network Services
Public or privately owned	Private
Business units, management structure, centers of power, division of labor Performance: Financial strategy/analysis, future outlook, challenges, annual sales figures and/or revenue figures	They have numerous teams disbursed around the world in numerous offices. Their main groups are client support, engineering, and sales. Their strategy is to offer a service so good that there's perfectly inelastic. Their future is bright, they've now grown to be the largest email provider in the world in less than four years. Hoovers is way off on their annual figures based on discussions with top execs at a dinner in August when I went to visit them but I don't have any concrete numbers.
Primary competitors □ # of stores, facilities, offices, etc. worldwide, in Texas, in Dallas	Mailchimp Constant Contact They have 5 locations: Boulder, CO; Denver, CO; Anaheim, CA; London, UK;

	and Frankfurt, DE.
Brief synopsis of a journal article or news story about this organization, cite source/references	<p>Pinterest, one of the largest websites in the world, moved over to Sendgrid to send their emails. Among them were Spotify, Groupon, Tumblr, Change.org, etc.</p> <ul style="list-style-type: none"> • Bort, J. (2012, March 1). All Those E-mails From Pinterest Are Very Good For This Guy - Business Insider. <i>Business Insider</i>. Retrieved October 3, 2013, from http://www.businessinsider.com/all-those-e-mails-from-pinterest-are-very-good-for-this-guy-2012-3
Company mission	Emails delivered.
Company Values	<p>No policies, just principles:</p> <p>HONEST – transparency and open doors</p> <p>HUNGRY – ambition, creativity and an entrepreneurial spirit</p> <p>HUMBLE – rockstars without egos</p> <p>HAPPY – passions outside of work</p>
Products and services (bread and butter areas, growth areas, new launches, failures)	Emails!
# of employees	200+
Types of positions open to college students, hiring practices and process	Accounting Internships
Hot topics (current trends, buzz or news, mergers or acquisitions, what people are saying)	They recently got a \$21M investment to further their rapid growth.
<p>The company culture (work/life balance, performance measurement, competencies sought,</p> <p>environment, autonomy level, “hot buttons”)</p>	They are very laid back. They offer beer throughout the day free of charge. Free Chipotle. Free pretty much anything and everything. They’ve built their office culture around Facebook and Google.
<p>Opportunities (leadership/rotation programs, where job demand is, international opportunities,</p> <p>benefits)</p>	<p>Leadership is set in stone. Jim has been there in his CEO role for a while now. Likewise so has Chad Vara. Job demand is in engineering where building an app that can scale past 10 billion emails per month is sooner than their engineering team can adapt.</p>

Mail Chimp

Ticker Symbol	N/A
NAICS Code	541860: Direct Mail Advertising
CEO /President, other senior level executives and other key people in the organization	Neil Bainton – COO Ben Chestnet - Senior VP of Marketing
Primary industry	Direct Marketing Services
Public or privately owned	Private
Business units, management structure, centers of power, division of labor Performance: Financial strategy/analysis, future outlook, challenges, annual sales figures and/or revenue figures	They have only one division, emails. Their staff are fairly comingled regardless of unit such as engineering, sales, etc. They're a strong financially-backed company but are losing their competitive edge due to Sendgrid.
Primary competitors □ # of stores, facilities, offices, etc. worldwide, in Texas, in Dallas	Sendgrid Constant Contact They have 1 location: Atlanta, GA
Brief synopsis of a journal article or news story about this organization, cite source/references	Their company culture fosters creativity allowing them to have stellar high employee retention rates. <ul style="list-style-type: none"> Chima, C. (2011, July 21). Creative Cultures: MailChimp Grants Employees "Permission To Be Creative" Fast Company Business + Innovation. <i>Fast Company</i> <i>Business + Innovation</i>. Retrieved October 3, 2013, from http://www.fastcompany.com/1767793/creative-cultures-mailchimp-grants-employees-permission-be-creative
Company mission	Delivering emails.
Company Values	They want creative people. You're fully expected to put in 100% all the time.
Products and services (bread and butter areas, growth areas, new launches, failures)	Emails!
# of employees	~100
Types of positions open to college students, hiring practices and process	Accounting Internships
Hot topics (current trends, buzz or news, mergers or acquisitions, what people are saying)	Their current trend is to integrate with SurveyMonkey in order to make it easier to gain researched-based clients.

The company culture (work/life balance, performance measurement, competencies sought, environment, autonomy level, “hot buttons”)	They are a creativity based company which allows for a reasonable amount of perks while demanding excellence.
Opportunities (leadership/rotation programs, where job demand is, international opportunities, benefits)	Job demand is high in tech all around so they have a reasonable amount of positions open in Atlanta, GA.

I would rather work for Sendgrid. I know their team extremely well, from the moment they opened until now I’ve worked hand in hand with their C-team. I’ve seen how they handle extremely frustrating situations, how they deal with growing pains with their rapid expansion, and seen that they’ve all remained very humble. Those are the traits I look for in a management team and having seen, talk to them on a weekly basis, and met all of them on numerous occasions I find I would fit in well. Plus, who doesn’t want to live in Boulder?

4)

a) n/a

b) There are no employees or past-employees found on Careerpath and LinkedIn for Sendgrid.

c)

d)

Marc Jones	SoftLayer Technologies	VP, Product Innovation	Dallas, TX	http://www.linkedin.com/in/marcjones/	No contact info listed
Josiah Roueche	Softlayer Technologies	Senior Revenue Analyst	Dallas, TX	http://www.linkedin.com/pub/josiah-roueche-mba/14/98/690/	No contact info listed
Kristina M.	PwC	Senior Manager	New York,	http://www.linkedin.com/profile/vie	No contact info listed

		er	NY	w?id=3602529&authType=OUT_OF_NETWORK&authToken=tTQI&trk=cpt_ppop	
Jason Walker	Rackspace	Finance Manager	Austin, TX	http://www.linkedin.com/in/jasonewalker/	No contact info listed
Mark Nash	PwC	Partner	Dallas, TX	http://www.linkedin.com/pub/mark-t-nash/9/b2/572	mark.t.nash@us.pwc.com
RJ Rowntree	Rackspace	Commerce Channel Manager	San Antonio, TX	http://www.linkedin.com/pub/rj-rowntree/7/b7b/903/	No contact info listed

Hi,

Joe Scharf and Jon Prall have recommend I reach out to you and talk about the Accounting Internship position available this summer.

I am looking for a multi-term internship that can help expand my horizons on accounting. I see in your job description that you're looking for driven college students and would like to speak about how my drive and understanding of accounting concepts can help further Sendgrid.

Please let me know if you have any time to speak about the multi-term accounting intnership as I'd like to setup a time to talk to determine if I would be a good fit dependent.

Thank you,
Jacob Wall

Hoovers, Inc. (013). *Sendgrid, Inc. fact sheet*. Retrieved October 3, 2013, from Hoover's Company Records database.

Bort, J. (2012, March 1). All Those E-mails From Pinterest Are Very Good For This Guy - Business Insider. *Business Insider*. Retrieved October 3, 2013, from <http://www.businessinsider.com/all-those-e-mails-from-pinterest-are-very-good-for-this-guy-2012-3>

- Chima, C. (2011, July 21). Creative Cultures: MailChimp Grants Employees "Permission To Be Creative" | Fast Company | Business + Innovation. *Fast Company* | *Business + Innovation*. Retrieved October 3, 2013, from <http://www.fastcompany.com/1767793/creative-cultures-mailchimp-grants-employees-permission-be-creative>
- MailChimp | LinkedIn. (n.d.). *World's Largest Professional Network* | *LinkedIn*. Retrieved October 3, 2013, from <http://www.linkedin.com/company/mailchimp>
- SendGrid | LinkedIn. (n.d.). *World's Largest Professional Network* | *LinkedIn*. Retrieved October 3, 2013, from <http://www.linkedin.com/company/sendgrid>