Hi Coua & Simon,

I've known about PostHog for years now. I've consistently checked the careers page, waiting for this position to open up. Being in the modern data stack and working with analytics providers, I've seen why customers are moving away from the Amplitudes and Mixpanels of the world. Heck, at Census, we used PostHog, and our team loved it—not just for the cute hedgehogs, but they definitely help.

While PostHog's brand and product are well-known and popular. What really stood out and resonated with me was that PostHog believes the modern data stack sucks. And I agree! I've seen firsthand the complexity it creates for teams to maintain but to actually get value from their data.

I am deeply passionate about making a difference in software. This passion fuels my desire to drive PostHog's customer acquisition, expansion, and revenue growth to $100M by 2026 while continuing to build upon PostHog's culture and mission to help every developer build successful products.

I've created a GitHub repository to show how I could contribute to this position, which includes a slide deck and a 90-day plan: https://github.com/re-diego/posthog-technical-account-executive

My extensive sales experience at enterprise B2B tech startups, including experience with technical products including data warehouses, data pipelines and CDPs, positions me well to execute in this role.

I believe I can contribute in the following ways, given my track record:

- At Census & UXPin, I managed a complex sales cycle, from identifying new opportunities to leading POCs, building strategic business cases, structuring, negotiating, and executing commercial agreements, and closing >$2m in ARR.
- At Census & UXPin, I managed the entire customer life cycle, developed and executed account growth strategies for successful upsells and renewals, and drove 126% and 117% NRR and a 97% and 93% renewal rate, respectively.
- At Census, I drove a product-led sales motion where I upsold the company's first deal from our free tier to our enterprise tier.
- At Census & UXPin, I collaborated cross-functionally with CxOs, Marketing, Engineering, and Product to build strategic alignment, efficiently navigate complex procurement processes, and deliver customer feedback that directly impacted our roadmap.

I am hog-wild about the opportunity to join PostHog, drive customer acquisition, expansion, and revenue, and help every developer build successful products. I am eager to connect and share how my experience and skills are well-aligned with this role.

I look forward to hearing from you.

Sincerely,
Diego Romero
diegonoelromero@gmail.com