**PostHog**

# A Customer-Obsessed Account Executive to Drive Customer Acquisition, Expansion & Revenue Growth

Diego Romero

# Areas of Focus

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# Objective

As the new trusted **Technical Account Executive**, I will drive customer acquisition and revenue growth by being a PostHog feature AND problem expert, deep relationship building, acting like an owner and taking action.

# Why PostHog?

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.

We are open source

We haven't built our defining feature yet

Everyone codes

Trust and feedback over process

Bias for impact

Talent compounds

# Why Diego

**My Qualifications:**

- 7+ years of B2B tech sales experience at PernixData, Databricks, UXPin, and Census with a track record of driving >$2M in ARR, sourcing >$6.5M in pipeline
- 3+ years managing a complex sales cycle with multi-stakeholders, identifying new opportunities, leading demo's and POCs, building strategic business cases, structuring, negotiating, and executing commercial agreements.
- I managed the entire customer life cycle, built executive level relationships with technical buyers, developed and executed account growth strategies and drove 126% NRR and a 97% renewal rate.
- I drove a product-led sales motion where I upsold the company's first deal from our free tier to our enterprise tier.
- Identified and sourced sales opportunities through prospecting and creative outreach which led to 65% of total pipeline generation and 4x pipeline coverage.
- Love developing deep product and market expertise, and was a key player in sales team technical market/product/competitive enablement, developing and mentoring top-performing BDRs.
- Experience working with data warehouses & data pipelines.
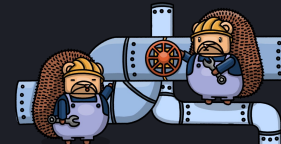
# 🔭 Who is Diego

**Me:**

- Son, Brother, Uncle, Cousin, Friend & Mentor
- Core Values: Love, Health, Family, Service
- A Favorite Quote: "You are what you do, not what you say you'll do" - Carl Jung
- My Personal Totem: Mental, Physical, & Spiritual Well-Being
- I have a Shiba Inu named Nismo
- Love food (Sopes and Pizza are my favorite)
  - Pineapple does NOT belong on pizza.
- Love a good dad joke, basketball, and photography.
- Birds are freaking awesome.
- Aliens are real.
- Special talent: catching things out of the air as they fall.
- Currently Reading: What I Talk About When I Talk About Running by Haruki Murakami

# Let's connect!

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