



**Where career  
defining opportunities  
are delivered on.**

**HEAD OF PARTNERSHIPS  
CANDIDATE BRIEFING PACK**

# Welcome to Vajro

**I appreciate you taking the time to learn more about our people, technology, and company as you decide on the next chapter of your career.**

I hope this pack gives you a strong sense of our incredible story to date and outlines the game-changing impact this new Head of Partnerships role will have on our business and, more importantly, your career.

There's a lot to get excited about at Vajro. We are already one of the fastest-growing SaaS start-ups in the Shopify space. Funded by global growth equity firm Five Elms, we've acquired more than 2,000 active customers, have become the only 5-star rated mobile app builder in Shopify, and have seen triple-digit growth in every trading year since our formation. But it doesn't stop there. Whether it's introducing new and unique features or identifying marquee agencies in the Shopify space to partner with – we have only just begun.

We're looking for a strategic problem-solver with previous experience of building and shaping partner programs in the Shopify ecosystem. An individual that can get partners excited about taking Vajro to their clients while also driving the long-term vision for the partnerships function – significantly scaling our go-to-market plan in the process.

This truly is a career-defining role. Come and help us become the next Klaviyo or Okendo in our space by creating a partner program that helps us accelerate into the next exciting phase of our growth story.



*Baskar Agneeswaran*

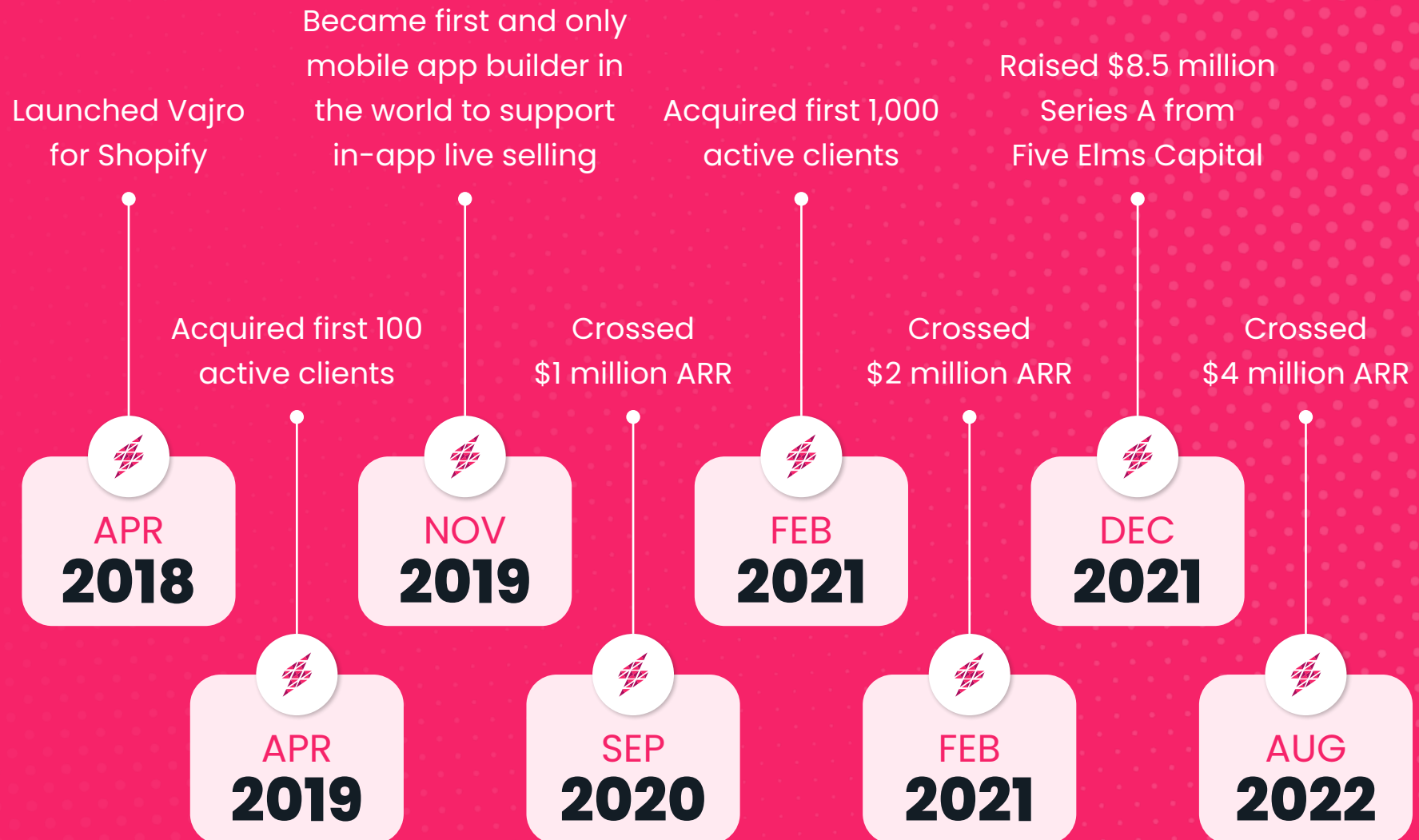
**Baskar Agneeswaran**  
**Hiring Manager**



**We are on a mission  
to become the preferred  
mobile app development  
platform for the  
eCommerce market.**



# The story so far...



# A culture where you'll be empowered to innovate

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Our culture has set the tone for our growth. It's part of who we are and why we've been so successful. You'll be treated as an individual at Vajro. We believe in giving our people the room to thrive and deliver something truly meaningful and memorable while still offering flexibility and fun along the way.

**Bakar Agneeswaran**  
CEO



## Core Values



**Work with empathy and with the customer in mind**



**Seek constructive feedback**



**Own the work you do**



**Thorough communication**



**Improve 1% everyday**



**Open door environment**

# There are a lot of reasons to take this game-changing opportunity

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## REASON #1

You'll get to report directly to the CEO & Co-Founder and be the first person on the ground in North America.

## REASON #2

You'll get the satisfaction of selling a solution that offers exceptional time-to-value & TCO.

## REASON #3

You'll get to be part of one of the fastest growing SaaS start-ups in the Shopify space.

## REASON #4

You'll be underpinned by a great technical team and highly customer-focused product roadmap.

## REASON #5

You'll get to build, shape, and own a program that will influence a significant % of company sales and drive exponential growth.

## REASON #6

You'll have no shortage of customer references. We are the most rated mobile app in Shopify





**Ease of use is a key priority for Vajro. We can put our customers in a position to submit apps to Android or Apple within 60 minutes, with zero need for code.**



# We're growing at pace and we've only just got started

## The growth potential

**200%**

Average YoY growth  
(2019 - 2021)

**2,400%**

Projected APR  
growth to 2027

## The addressable market:

**2.2M**

# of stores on  
Shopify

**2,500**

# of active  
customers

**99.89%**

of Shopify stores that  
are yet utilize Vajro

**21.7%**

CAGR of the mobile app dev  
platform market to 2025

**30.9%**

CAGR of low code development  
platform market to 2027





# Companies who put their trust in Vajro

**Vilvah**  
STORE

**juicy chemistry**<sup>®</sup>  
organic by nature<sup>™</sup>

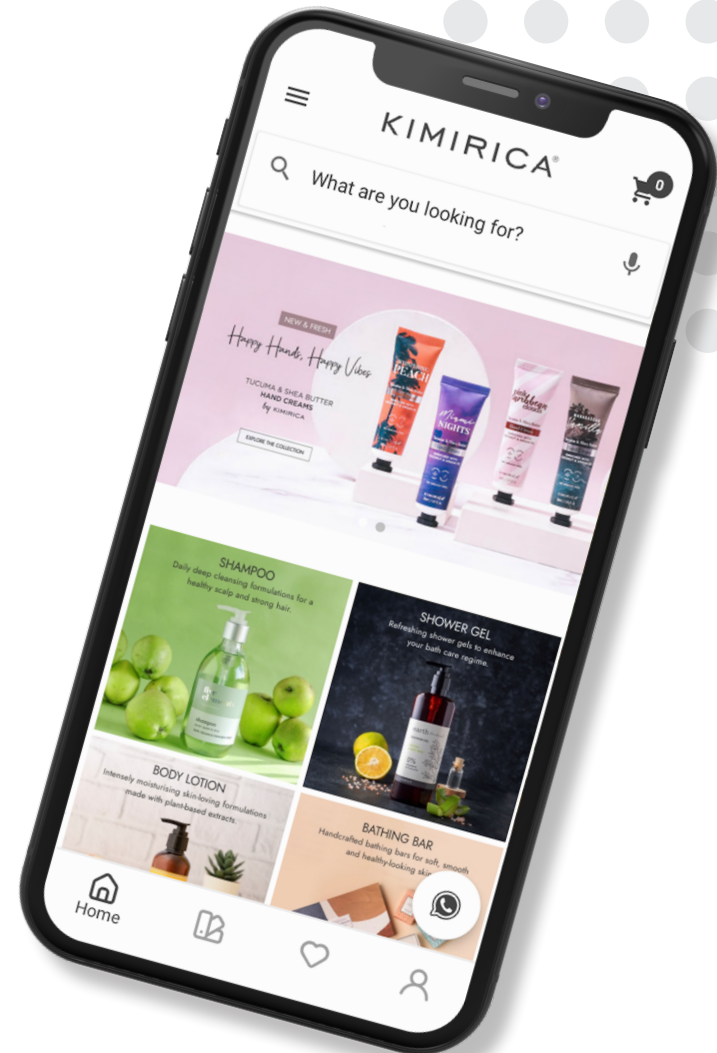
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**THE FRAGRANCE SHOP**

**Fresh  
Katch**

**MILANO**  
DI ROUGE

70% OF OUR CUSTOMERS ARE US BASED.



# Meet the leadership team at Vajro



**Baskar Agneeswaran**  
**CEO**

Spearheaded the growth of Vajro from \$0-4m ARR, in the span of 4 years.

Secured \$8.5 million in Series A funding from Five Elms Capital.



**Niwin Santhosh**  
**COO**

Built the Vajro platform from scratch and drove growth and innovation.

Defined the technical roadmap, business processes, application, and technology requirements.



**Raghuraman Ramamurthy**  
**Co-Founder & Director**

Offers strategic leadership and direction in developing key client strategies, plans, and budgeting.

Drove profitability of the business and initiation of key partnerships.



# We're customer-centric but we care about our people more



**Remote  
Working**



**Unlimited  
PTO**



**Great  
compensation**



**Strong focus  
on wellbeing**



**L&D  
opportunities**



**Fun working  
culture**



**No hierarchies  
or barriers**



**Employee stock  
option plan**



# Get the inside view on Vajro

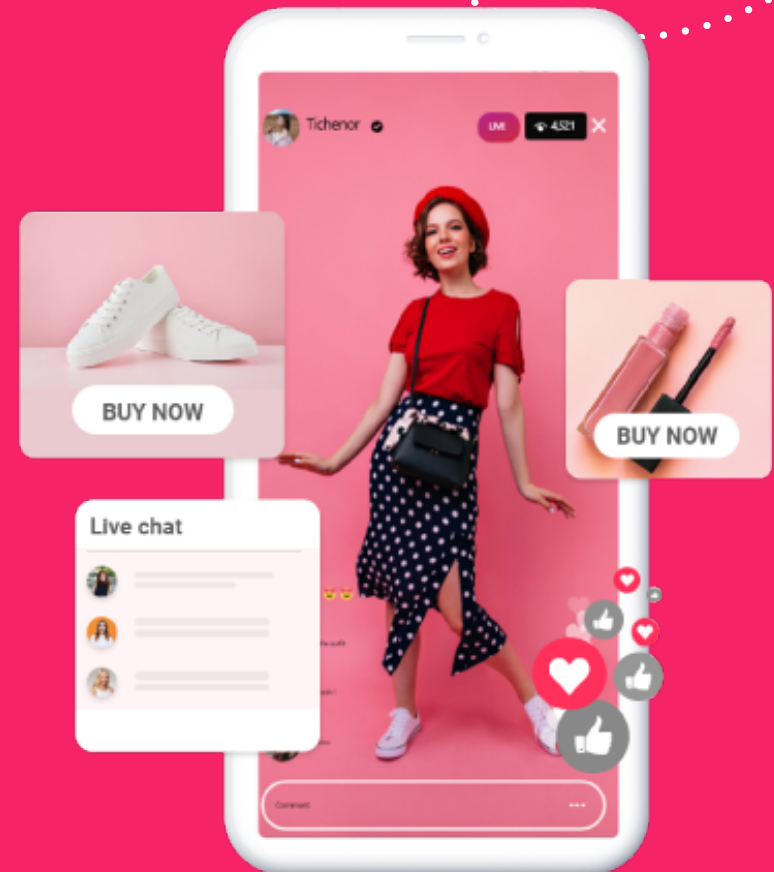


The start up culture at Vajro piqued my interest. They had a compelling vision, the role was juicy, and the company was so promising, that I had to say yes to this exciting opportunity.

Vajro is centered on taking chances, and learning from the outcomes. There is no fear of failure and there is constant support and guidance from the founders.

I appreciate how much our opinions are valued, and how everyone is taken seriously. There's huge potential for growth here, and I am excited to see what the future holds.

**Head of Marketing**



**We are ready to scale our  
partner program and anticipate  
onboarding 250–300 new  
partners next year alone.**



# Your interview journey at Vajro



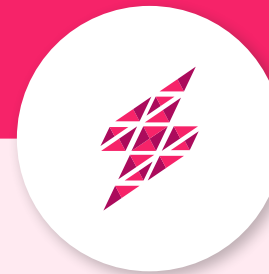
## Stage 1

You'll have a call with Baskar Agneeswaran, CEO of Vajro, to better understand whether we're a good match around skills and culture.



## Stage 2

The next stage is an interview with two of the people at Five Elms capital, Joe Onofrio, Lead Partner, and Laura Wildman, Head of Talent. This is a chance to tell your story, share previous experiences, and paint a picture of your vision for the future.



## Stage 3

At the final stage, there will be a panel interview with the three founders. This is a chance to bounce ideas around, get an even better feel for the opportunity ahead and generally get excited about the next steps.





# Head of Partnerships

**Vajro has officially partnered with Shopify and is collaborating with industry-leading eCommerce agencies to identify commercial and technological partnerships.**

There is a massive opportunity for the partnerships team to expand their efforts across industries, platforms and services, pairing business and revenue objectives with growth initiatives.

The Head of Partnerships will lead the end-to-end partnerships function and be responsible for driving revenue growth, team growth in the US, and significantly scaling Vajro's Go-To-Market plan. This role will report directly to the CEO/Co-founder.

## **Role and Responsibilities**

- Launch inbound partner program to generate requests organically
- Launch outbound outreach program and onboard leading Shopify agency partners
- Identify and evaluate the best growth strategies and find the right strategic agency and technology partnerships across the Ecommerce industry
- Research and identify industry-leading Shopify integrations to benefit the Vajro MADP platform in the Shopify ecosystem and build sustainable and profitable partnerships
- Research servicable partner ecospace, identify key players and generate interest organically
- Build and implement global partnership initiatives and programs in alignment with specific region/industry based growth targets
- Establish working relationships across the Sales, Marketing and Success departments to generate demand, and increase brand presence through business and technological partnerships
- Collaborate with the product development team to establish a clear roadmap, strategically driven towards efficient and effective delivery of new integrations that deepen the product-fit market
- Meet or exceed chalked out targets, and the ability to grow a partner pipeline from scratch while tracking and reporting on set OKRs and goals
- Improve the partner outreach program in terms of efficiency and target industries
- Significantly improve the time to onboard partners and empower them with partnership collateral and training modules to maximize ROI potential
- Develop a forecast model to measure and report the results of various projects with partners, including co-marketing activities, lead sharing, and event partnerships



# Head of Partnerships

## Skills and Experience

- Prior experience within the Shopify ecosystem building, managing, and driving successful partnership programs at scale. SaaS experience is a plus.
  - Experience successfully creating and maximizing agency/technology collaborations in the Shopify market with lessons learned and best practices to share
  - Named key relationships and alliances with stakeholders across integration partners
  - Proven ability to identify, present and build business cases for new strategic partnership initiatives among multiple stakeholders
  - Strong ties across the Ecommerce industry resulting in opportunities across different geographies
  - Strategic and analytical metrics-driven self-starter who has worked cross-functionally with Sales, Marketing, Finance, Operations and Senior Management
  - A leadership approach that embodies Vajro's culture of trust, care, inclusion, ownership and flexibility
  - Personality that embodies collaboration, confidence, dedication, personal accountability, and conviction without arrogance or inflexibility
- Strategic thinker who can create and develop the long-term vision and is also a strong personal contributor "rolling-up their sleeves" and making it happen.
  - Impeccable integrity and ethical standards. High energy, participatory style who quickly develops credibility.

