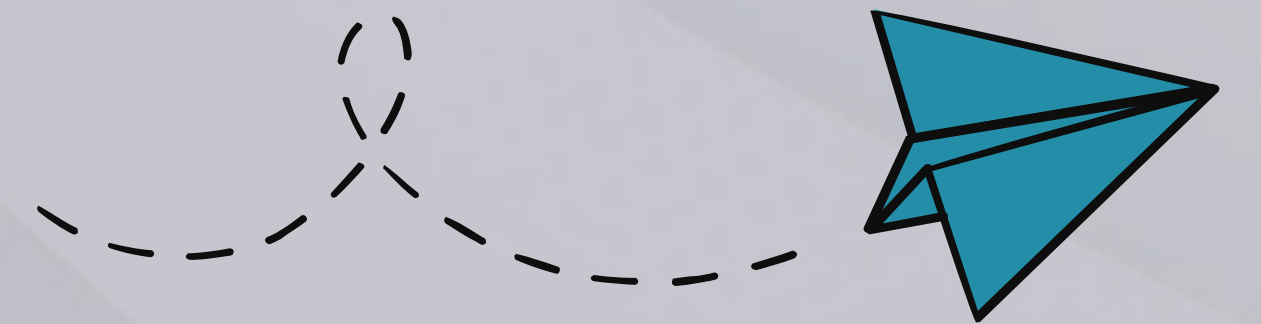


# Impact 2018-2023 Report



Five years of building marketing  
capability for Kiwi SaaS companies

Proxi



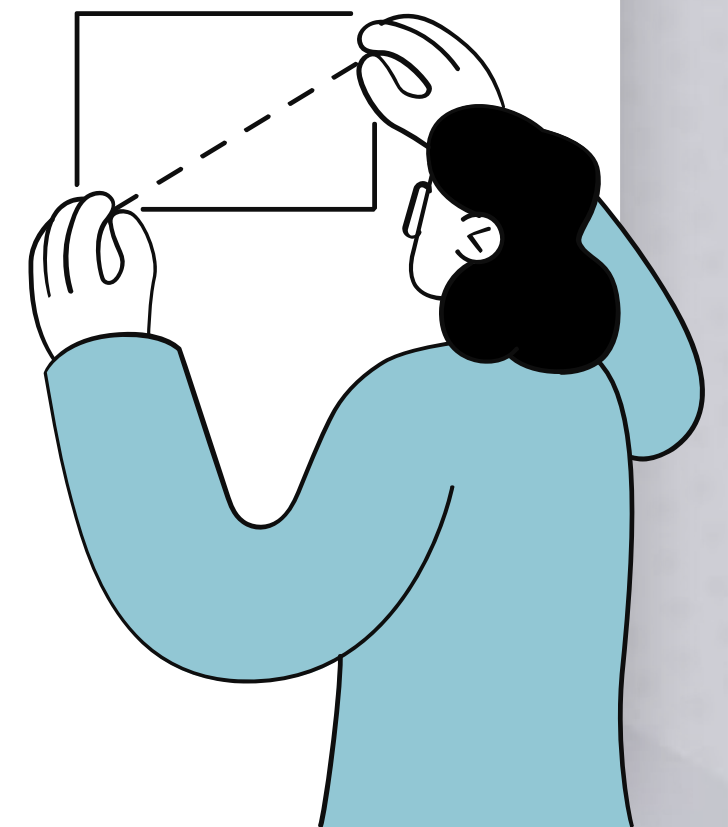
# Why impact?

**Proxi is on a mission to build marketing capability for Kiwi SaaS companies going global - so they can fly.**

In 2023 it's five years since Proxi was founded. Given we're all about building marketing capability, it begged the question - are we making a difference?

What does success actually look like?  
How can it be measured?

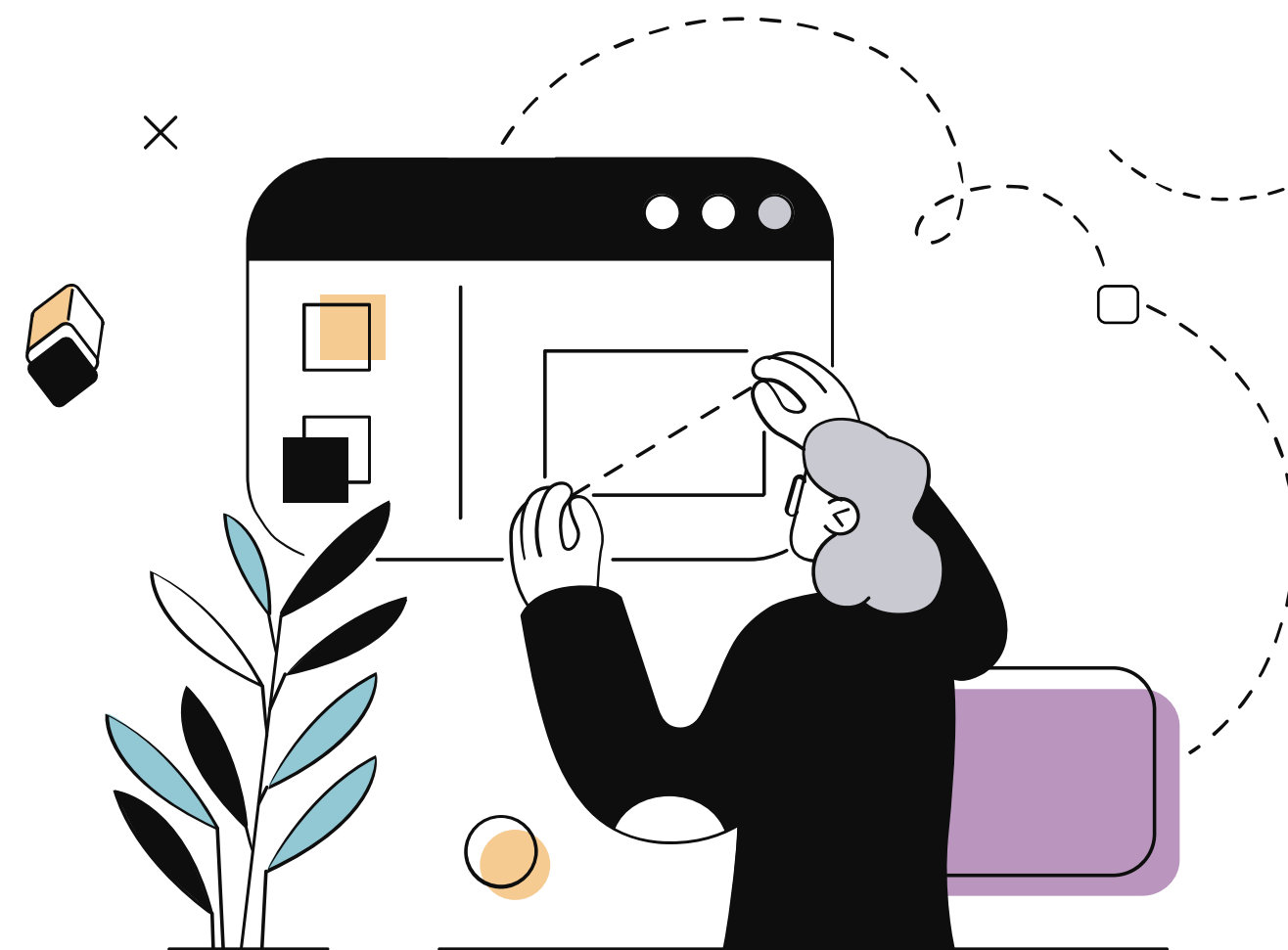
Revenue and team size aren't relevant - so we sought to look more widely at the impact we have made - how hard could it be?



# Making an impact (report)...



Many, many hours later...



...this is where we landed.

# We really are driven by our values



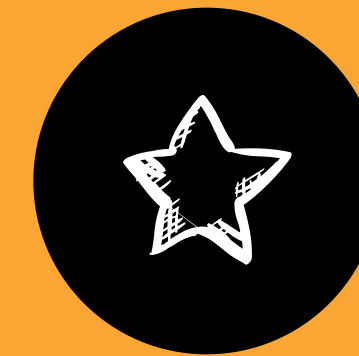
## United – we are all on one side

We work individually and collectively for the common good. In all we do we work as part of the team; it's always 'we', never 'you' – working as if we're directly employed in a role.



## Impactful – we make a difference from day one

We focus on delivering fast, effective, meaningful value in all we do. While there are times when done is better than perfect, we go the extra mile and challenge ourselves to do better.



## Expert – we strive to master our craft

We've a thirst for continuous learning and collective knowledge sharing. We want to deliver exceptional work by mastering our craft, best practices and the tools we need to succeed.

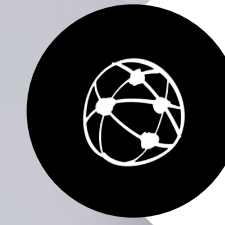


## Kiwi – because success starts at home

We believe building SaaS Marketing capability and a vibrant tech community is critical to New Zealand's success. We do all we can to grow Kiwi tech businesses and marketers, alike.



# Six key things we learnt along the way



SaaS has made Kiwi tech even more accessible as a weightless, sustainable, global export - it is our future



There are exceptional tech companies in NZ but few really embrace marketing as they should and suffer as a result



Many companies can't access the strategic marketing support they need

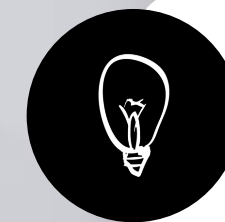
- a. They can't afford the people they need
- b. The people they need won't join them



Marketers are often the last hire and work at too low a level in the business to be really effective



They often lack a plan and dedicated budget, particularly at the smaller end of town



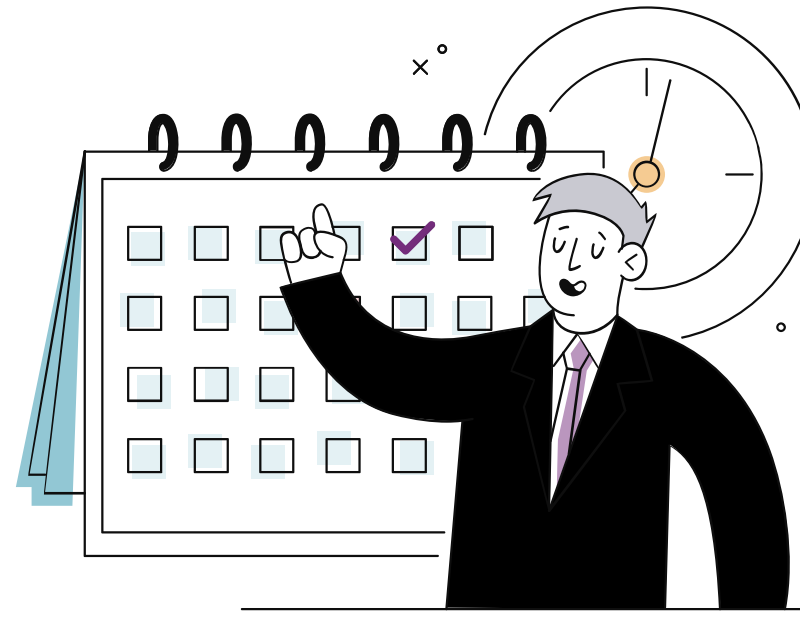
The impact of Marketing spend with agencies is greatly reduced if there's no one inside the business to drive them

We want to help NZ tech companies get the marketing expertise they desperately need, to embrace that.



# What engaging with Proxi looks like

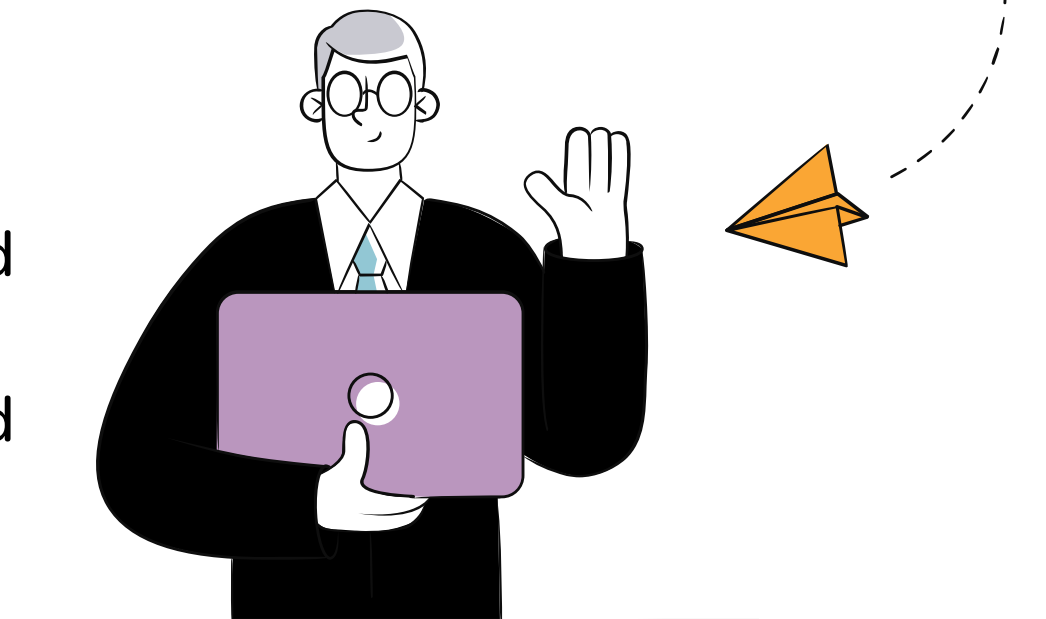
1 A typical engagement with Proxi lasts approximately **nine months**. Success for us is leaving



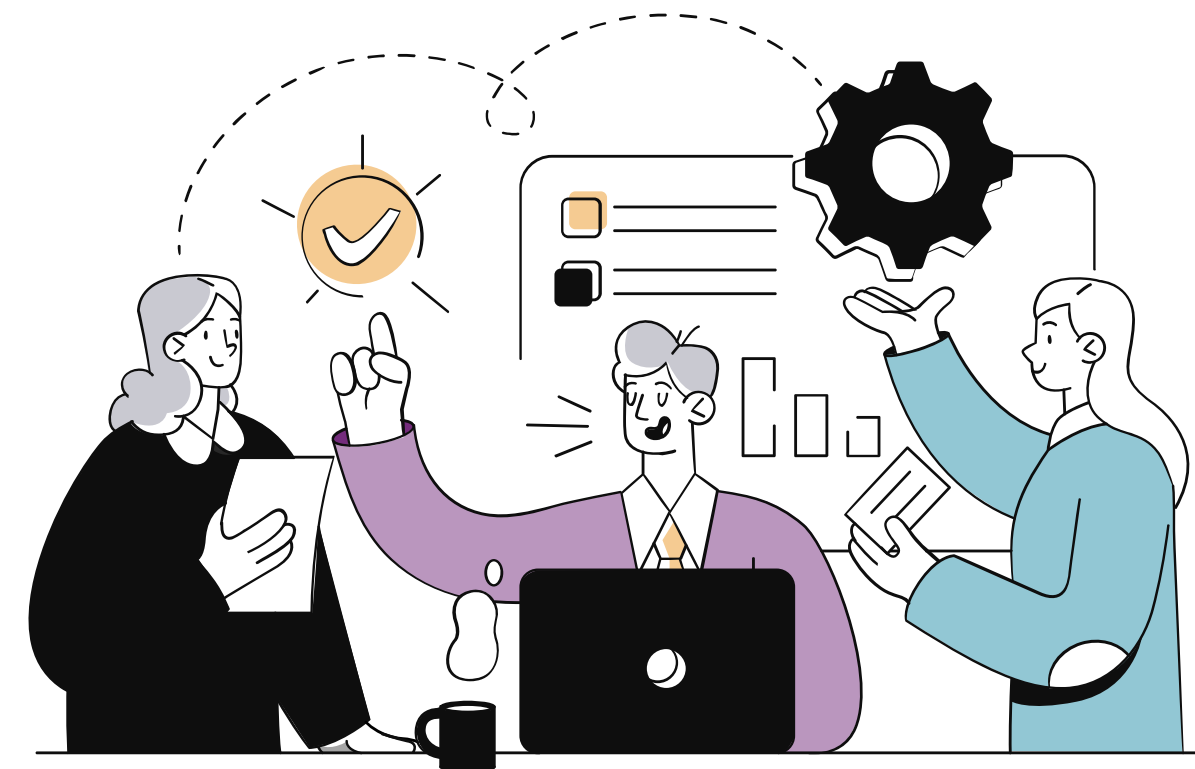
2 We work between **0.5 to 2.5 days** a week as fractional CMO (a part-time, contract employee, inside the businesses, not like an agency that operates from the outside)



3 We act, look and deliver **just like** a full-time CMO would



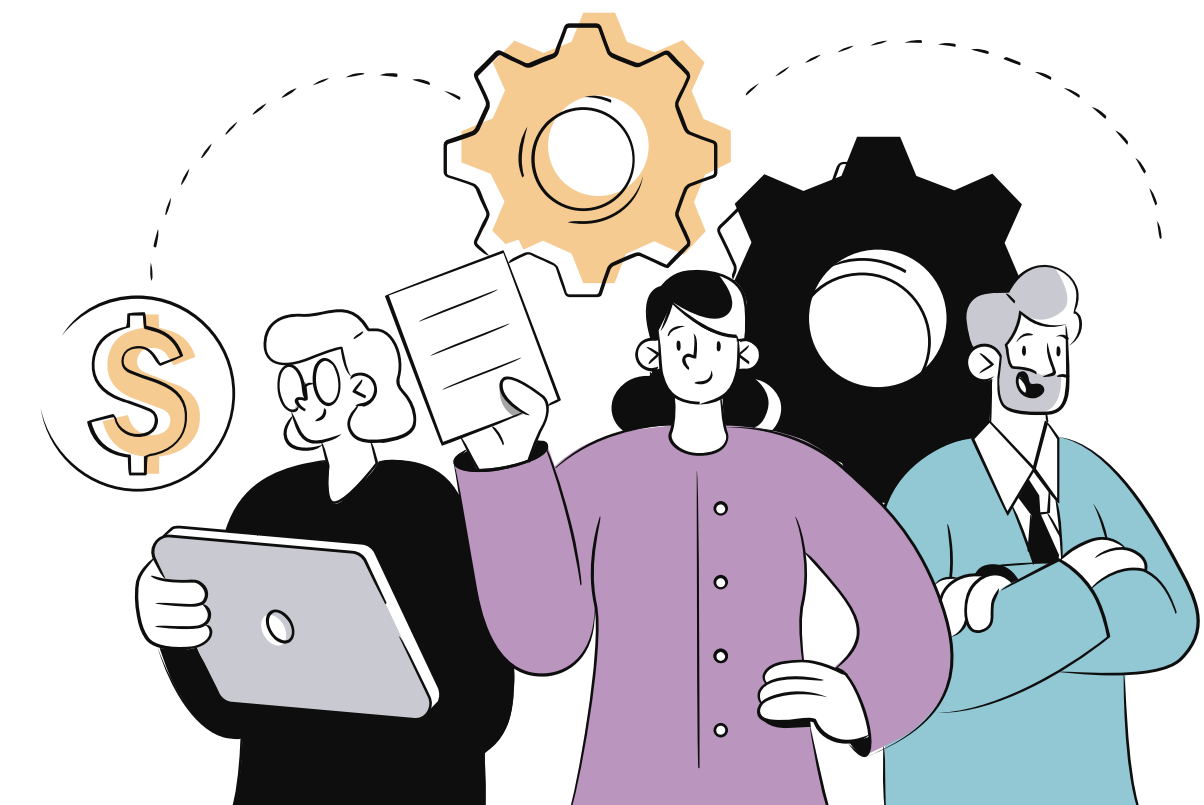
4 Given the opportunity, we build marketing capability and teams from the ground up - while we may be the first marketing hire, we are rarely the last



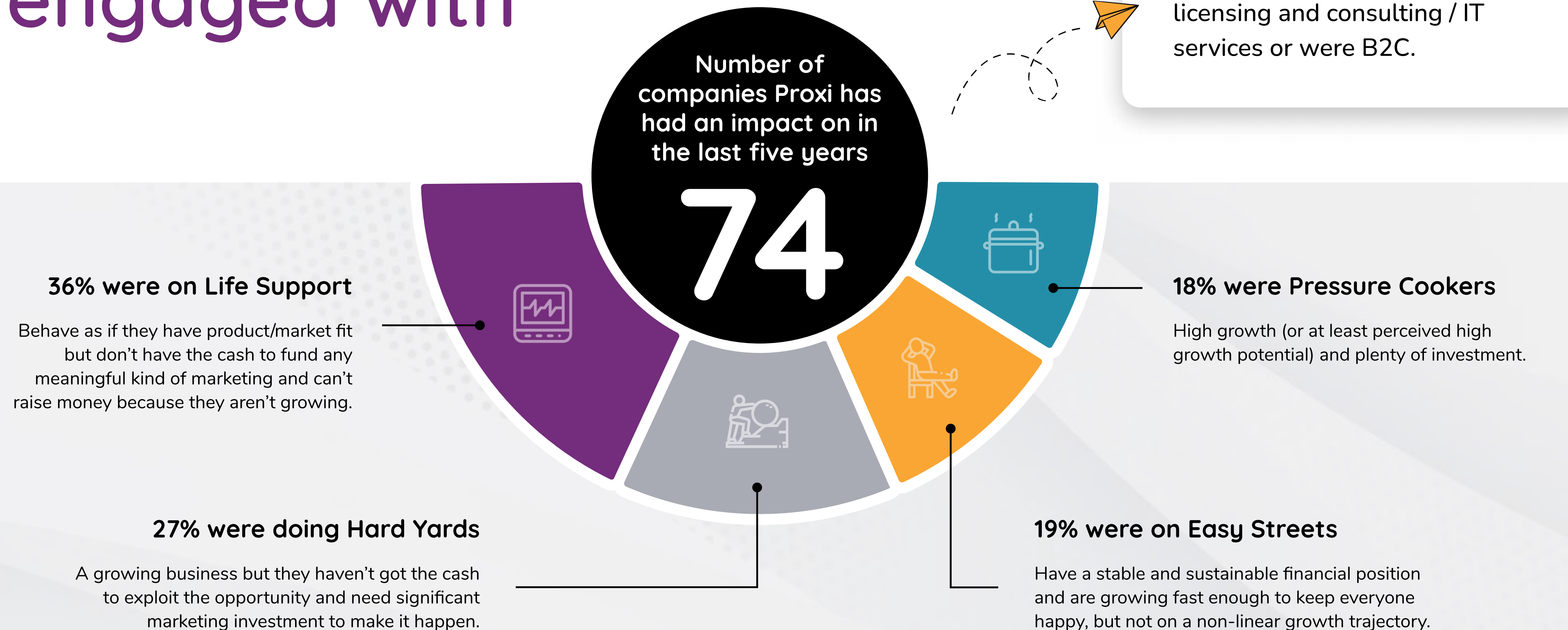
5 In addition to thinking, planning and doing we coach, mentor, drive, advise and stimulate marketing activity right across our customers' businesses



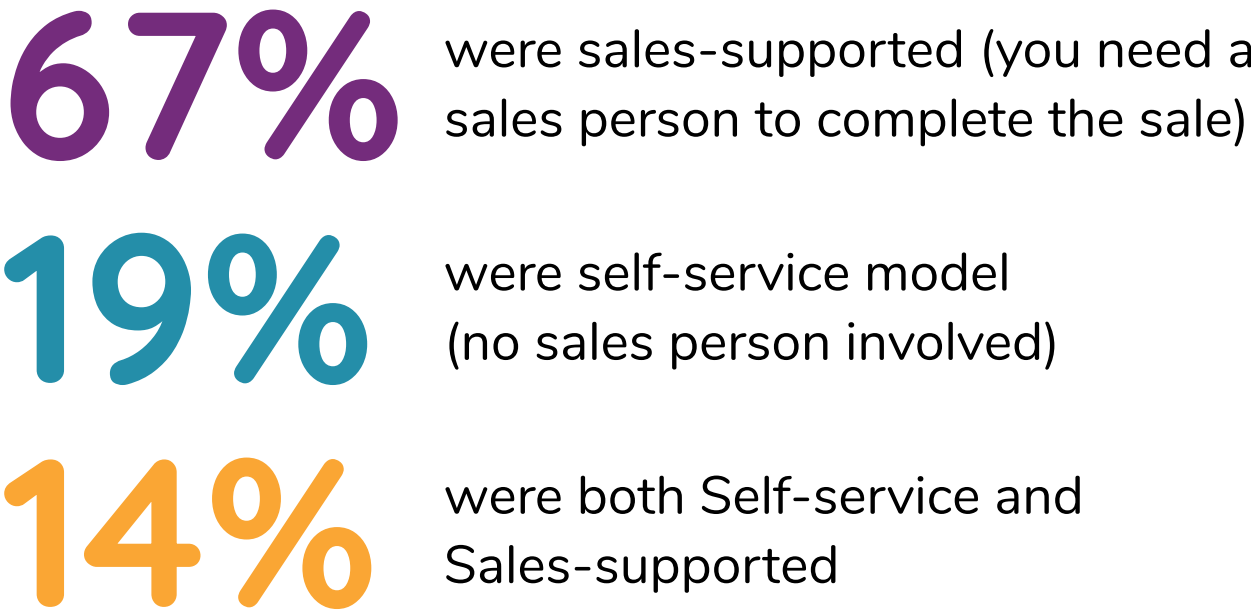
6 In engaging with Proxi SaaS companies get to access the collective and specialist expertise of the Proxi team



# Who we engaged with

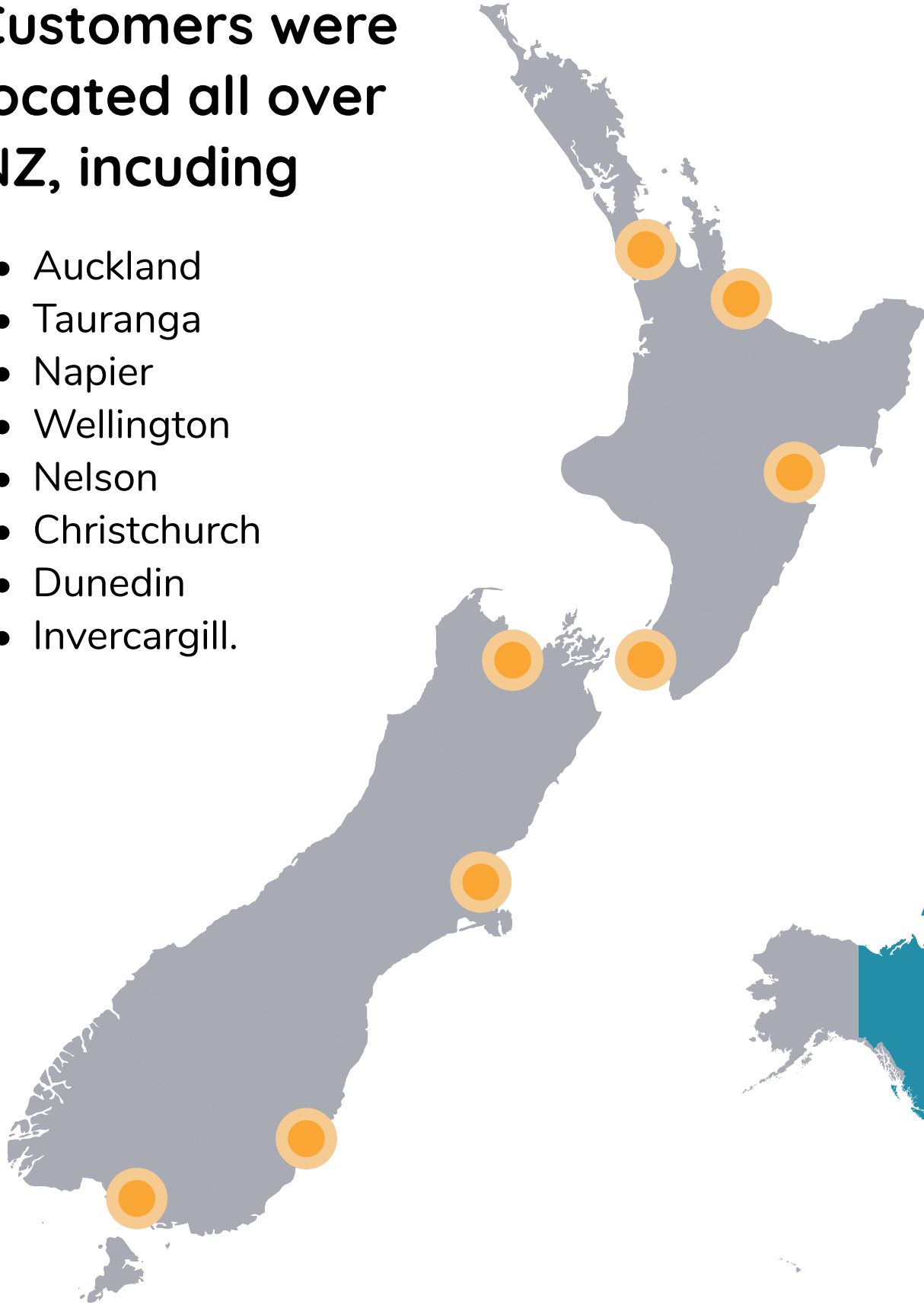


Self-Service v  
Sales-Supported



Customers were  
located all over  
NZ, including

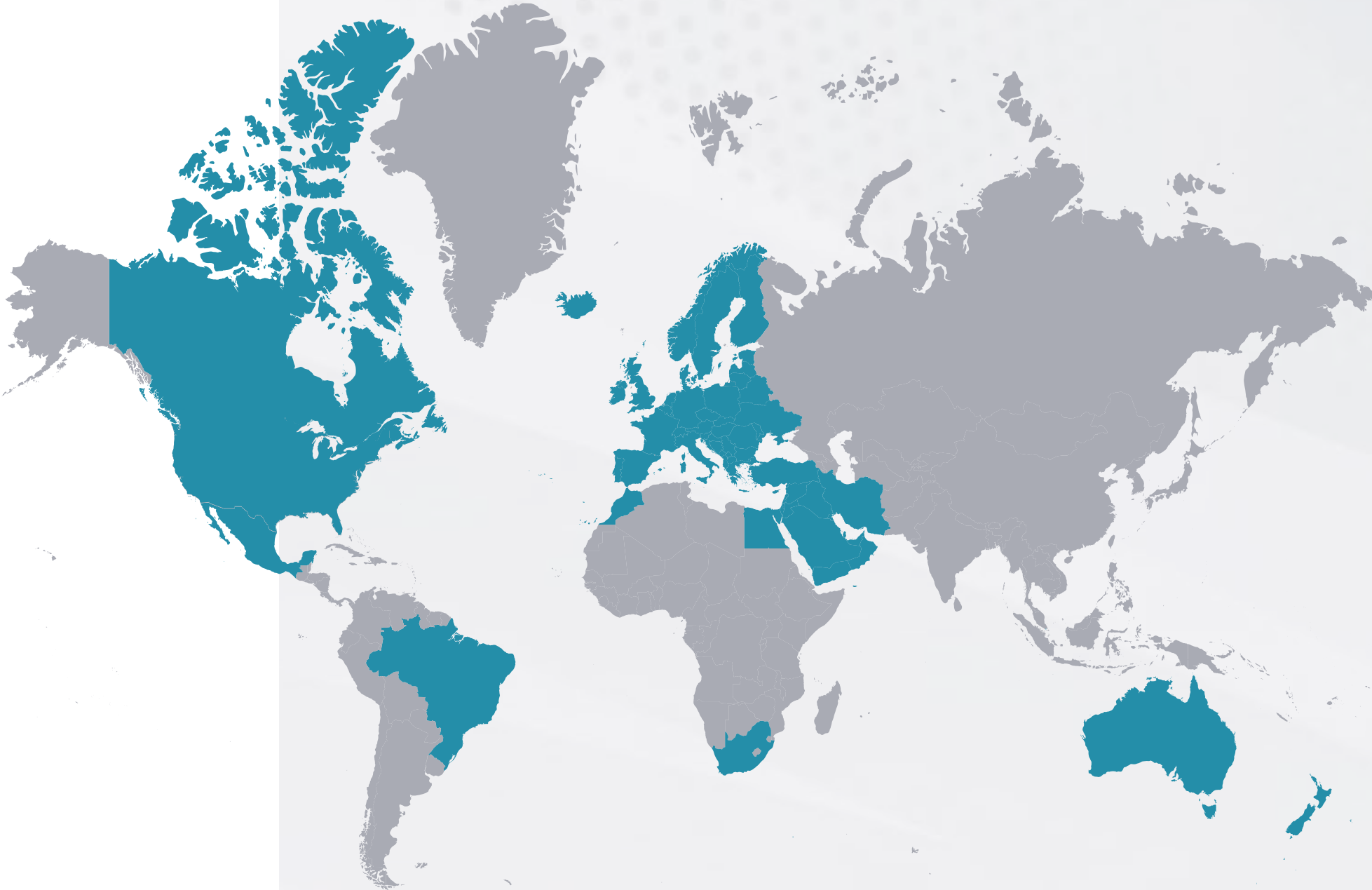
- Auckland
- Tauranga
- Napier
- Wellington
- Nelson
- Christchurch
- Dunedin
- Invercargill.



Key target  
markets served:



- Fully global
- New Zealand
- Australia
- USA
- UK
- Canada
- South Africa

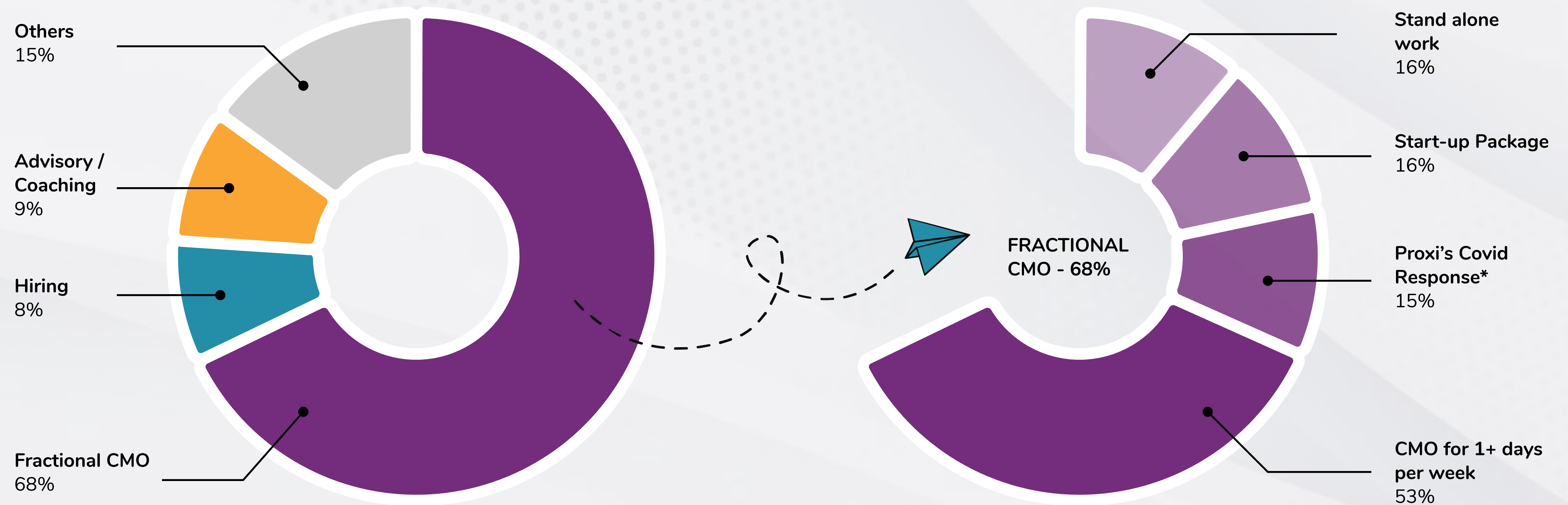


Who we helped



# What we did

In five years we did **180 engagements** with **74 companies** - **67%** engaged more than once. We solved a wide range of strategic and tactical problems as graphically represented below.



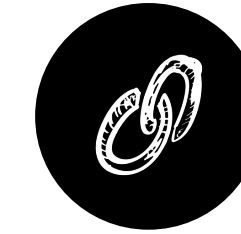
\*12 week tactical program part funded by NZTE Regional Business Partner Network.

# What capability did we build?

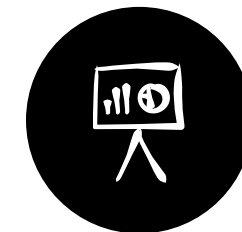
While no two engagements are the same, here are some key capabilities we deliver on a recurring basis. Having got the foundations in place we then take marketing delivery to the next level.



Marketing leadership



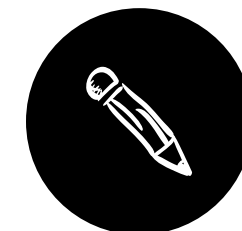
Alignment of marketing strategy with business plan



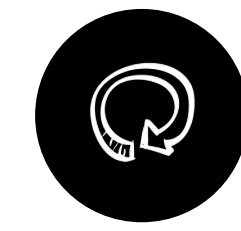
Marketing plan and budget



Demand generation



Content creation



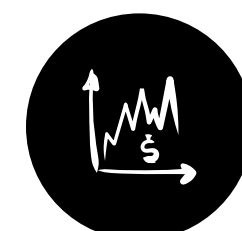
Brand and messaging



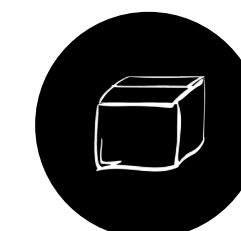
Website development and optimisation



Capital raising  
(NZD75M+ raised to date)



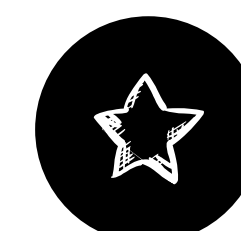
Pricing and go-to-market



Product Marketing



Marketing tech stack



Events and tradeshows



# Hiring and team building



We have hired **21 marketers**  
into roles AND coached  
**43 marketers** to build capability



For **44%** of companies  
we were their **first**  
**marketing hire**



For **46%** of companies  
we ran a **marketing**  
**team** of two or more

# Did it work?



## The Portainer Journey: Growing a DevTech Startup from the Ground Up

[Read More >>](#)



## CloudCannon realises strategic focus, direction, and SaaS growth with Proxi

[Read More >>](#)



### Easy Crypto

Proxi stood out to me for providing a unique and focused offering - marketing recruitment for the high-growth technology sector. The appointment of my CMO perfectly met my brief.

**Janine Grainger, CEO Easy Crypto**

### Totum

Proxi were able to get to the heart of our marketing challenges very quickly and ensured an agreed set of marketing objectives were met within the 12-week timeframe.

**Caroline Taylor, CEO Totum**

### CloudCannon

Proxi has invested in us and really is one of the team. We've learned about the importance of getting the right structure in place, how to have those challenging conversations and how to lead the company.

**Mike Neumegen, Co-founder CloudCannon**

### Enroller

Thanks to the support, guidance and advice of our Proxi CMO, we reinvented our business with our customers' future way of working in mind.

**Michael Barry, CEO Enroller**

### Portainer

I highly recommend Proxi to tech founders - they bring a flexible, fast-moving and talented approach to marketing, plus a range of complementary skills.

**Geoff Olliff, Co-founder Portainer**

### Runn

The team rolled up their sleeves from day one and we did see value really fast, tripling our SaaS software trial sign-ups in the 12 weeks we worked together.

**Nicole Tiefensee, Co-founder Runn**

### OneRoom

After an extensive search, we ended up with excellent candidates in a very tight market, and both our new hires, coached by Proxi, are making a positive impact on the business.

**David Lutterman, CEO OneRoom**

### StretchSense

The combined marketing best practices with pragmatic execution to build a workable marketing plan and get the team moving fast. I wholeheartedly recommend the Proxi CMO service.

**Benjamin O'Brien, CEO StretchSense**

### Snapcomms

Proxi's approach is all about empowering individuals to be the best they can - arming them with purpose, equipping them with capability and instilling confidence in their ability.

**Chris Leonard, CEO Snapcomms**

### Arkturus

What I like about working with Proxi is that they are part of our team, working alongside us to build marketing capability and grow our business - it's a lot more effective than having someone sitting on the outside, advising us what to do.

**James Pan, CEO Arkturus**

### Sortify

We love Proxi's proactive and practical approach to marketing. Proxi always provides valuable, perceptive insights drawing from her extensive experience in the tech sector - I've lost count of the "a-ha" moments!

**Claire Foggo, CEO Sortify**

### CodeHQ

Proxi helped us transform our Sales and Marketing capability - defining a new strategic approach, sourcing a Chief Sales and Marketing Officer and leaving us with the tools and processes to push forward with a comprehensive roadmap.

**Peter Vile, CEO CodeHQ**





# Making an impact across the community

Over the past five years we have delivered **32 marketing capability building workshops, events and webinars** including **three editions of the Proxi Marketing Capability Survey**. We also actively engage with those in the wider tech, marketing and SaaS community.

**MORGO**  
RECHARGE • RECONNECT • REIMAGINE

Partner and Ambassador

 **NZ HI-TECH AWARDS**

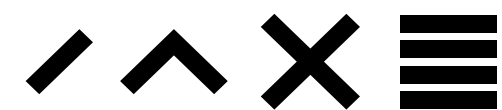
Judging convenor

**TMG.**

Co-founder, sponsor and  
Exec Team members

  
LA  
FRENCH TECH  
NEW ZEALAND

Board member

  
**Tech Futures Lab**

Business advisor / lecturer

**ma.**  
Marketing Association

Awards judge

**OnBoard.**

Board observer

— THE 6 TYPES OF —  
**Working Genius**  


Facilitator

**Southern SaaS**

Southern SaaS

**Kiss My SaaS  
Bite My SaaS**

KMS / BMS

 **kiwiSaaS**

KiwiSaaS

 **SaaStr ANNUAL**

SaaStr Annual

 **Pavilion**

Pavilion

# We don't do this alone

We value the support of those who share a relationship with the companies we work with - that forms part of a much wider eco-system for Kiwi SaaS.

We engage right across the community including with a wide range of independent investors and directors.





# We have learnt a lot in five years

We were 'fractional' marketers before this was a term to describe what we do. It is still the most effective fit for helping NZ SaaS companies scale globally.

There is enormous benefit to working inside a business:

- You are more proactive and react a whole lot faster
- You can move the needle in a shorter period of time
- You build positive, trusted internal relationships

Plus a whole lot of other intangibles that just make it better.

Our values and breadth of knowledge (in both marketing and business) enables us to move between different company cultures at different stages of growth and ways of working.





# ...and we keep learning

We are much better at understanding what makes a successful engagement and are very up-front if we don't believe we are a good fit.

Right sizing is incredibly important. Not just the length of the engagement but its intensity (days per week) and having the right skill set leading the way.

We are marketers not miracle workers - the business and marketing plans, KPIs and budgets need to be grounded in reality.

We continually need to up our game - investing individually and collectively in upskilling and expanding our learning is embedded in what we do.







# Looking forward

The impact of Kiwi SaaS companies on the economy is only going to continue to grow:

- weightless export,
- green and clean,
- solves real problems the world has

Marketing remains a critical part of the growth equation and the fractional model remains a highly attractive solution for scaling Kiwi SaaS businesses (and not just for marketing).

We can't ignore the pace of change in the marketing landscape driven by AI - but its impact is on making execution easier. Building a successful marketing strategy remains challenging and the bit you need experience to drive.

We continue to build our own mastery in order to share our learnings with other Kiwi marketers - we need to continue to be world leading in what we do.





# Could we have an impact on you?

If you would like our help to  
build your Kiwi tech company's  
marketing capability (and have  
more impact in your world) -  
don't hesitate to reach out.

Email [hi@proxi.co.nz](mailto:hi@proxi.co.nz)

Connect on [LinkedIn](#)

Visit [proxi.co.nz](https://proxi.co.nz)



Proxi



Proxi

PASSION LED US HERE