

Hannon Brett

858-692-2047 · hbrett@thezulumethod.com · linkedin.com/in/hannonbrett

July 16, 2026

Anand Kulkarni
Founder & CEO, CoreStory

Your Senior Director, Strategic Marketing posting wants someone who operates as both strategist and hands-on contributor, shaping CoreStory's market position while producing the messaging, analyst story, and enablement themselves. That spread is a department's job, not one hire's, and The Zulu Method delivers the whole department, live in 30 days.

I'm applying for the role directly, which is an unusual way to reach out, but it respects your time more than a cold email.

I've run this exact function 5x as VP of Marketing/CMO for funded B2B SaaS companies and I didn't want to send a generic pitch.

The short version: I bring The Zulu Method, an AI-native marketing agency, with me. You get a 5x VP/CMO to help harden your strategy and vision, a dedicated Sr. Marketing Manager, and 5 senior-run core marketing channels. Much more power than a single hire can ever hope to bring, for less than the fully burdened cost of the role you posted. And when you're ready to scale past 5 channels, our Marketing Team plan gives you your pick of 10.

And we go live across all channels in just 30 days, instead of the 3 to 6 month gamble on hiring and ramping internally. The full math is in the attached resume.

I'd love to get 15 minutes with you after you've had a look at the attached resume and thezulumethod.com/for-startups.

Call or text any time Anand,

H

Ps. Modernizing legacy code with AI is a category worth defining well. Regardless, best of luck!

Hannon Brett

The Zulu Method

Founder · 5x VP/CMO · 4x Startup Founder

hbrett@thezulumethod.com

858-692-2047