

Hannon Brett

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Alfred Wahlforss

Co-Founder & CEO, Listen Labs

You have four marketing seats open right now: Marketing Strategy Lead, Founding Communications Lead, Head of Customer Marketing, and Founding Events Lead. That's not a hiring push, that's a department build. The Zulu Method delivers the whole department, live in 30 days, while four separate searches would run their 3-to-6-month course.

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 6+ core marketing channels, your pick of 10. 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 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 Alfred,

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Ps. Congrats on the Sequoia and Ribbit backing and the year you're having. One engagement covers all four postings. Worth a conversation.

Hannon Brett

The Zulu Method

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

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