

# Hannon Brett

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Parag Agrawal  
Founder & CEO, Parallel Web Systems

Congrats on the \$100M Series A and the valuation that followed it. Your Head of Marketing posting wants someone who thinks in positioning and pipeline equally and builds the marketing function from the ground up. That's a department's mandate, 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 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](https://thezulumethod.com/for-startups).

Call or text any time Parag,

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*Ps. Regardless, best of luck with the build. What you're doing for AI-native search infrastructure is genuinely impressive.*

**Hannon Brett**

The Zulu Method

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

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