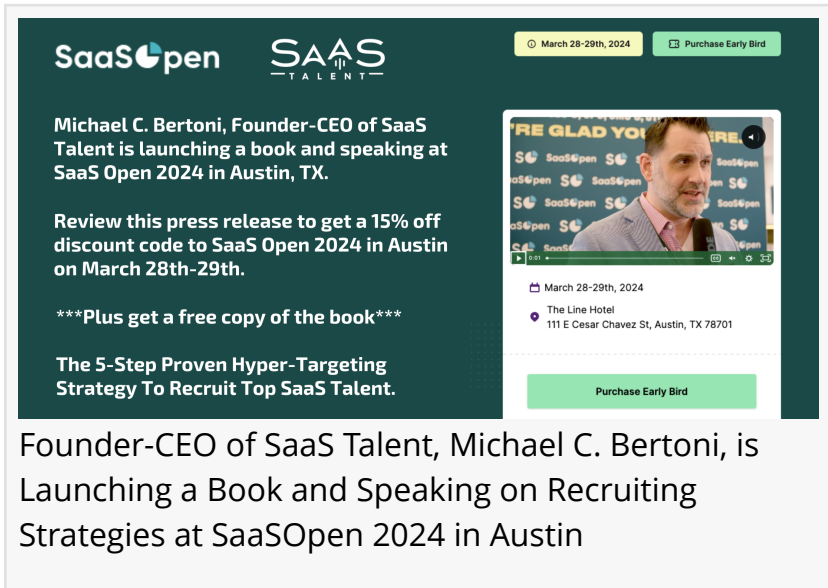


Founder-CEO of SaaS Talent, Michael C Bertoni, is Launching a Book and Speaking on Recruiting at SaaSOpen 2024 in Austin

Michael will release an innovative book and host an insightful session on recruiting and hyper-targeting strategies for SaaS and tech companies.

PHILADELPHIA, PENNSYLVANIA, UNITED STATES, January 22, 2024 /EINPresswire.com/ -- [Michael C. Bertoni](#), Founder-CEO of [SaaS Talent](#), takes center stage at [SaaSOpen 2024](#) in Austin, TX on March 28th-29th, sharing insights on recruiting, talent acquisition, and hyper-targeting strategies for SaaS and tech companies.



The banner for SaaSOpen 2024 features the event logo and a photo of Michael C. Bertoni. Text on the banner includes: "Michael C. Bertoni, Founder-CEO of SaaS Talent is launching a book and speaking at SaaS Open 2024 in Austin, TX.", "Review this press release to get a 15% off discount code to SaaS Open 2024 in Austin on March 28th-29th.", "***Plus get a free copy of the book***", and "The 5-Step Proven Hyper-Targeting Strategy To Recruit Top SaaS Talent." It also lists the dates "March 28-29th, 2024" and the location "The Line Hotel, 111 E Cesar Chavez St, Austin, TX 78701". A "Purchase Early Bird" button is visible.

Founder-CEO of SaaS Talent, Michael C. Bertoni, is Launching a Book and Speaking on Recruiting Strategies at SaaSOpen 2024 in Austin

A Premier Tech Event Not to be Missed



Hyper-Targeting has been my calling card since I started in sales in 1999. I created SaaS Talent over 9 years ago based on my passion for lead generation and targeting ideal customers."

Michael C. Bertoni - Founder-CEO - SaaS Talent

SaaSOpen 2024, the pinnacle event for over 1,000 SaaS and technology leaders, promises an exhilarating experience in Austin, Texas, on March 28th and 29th. Featuring 110 speakers and concise twenty-minute keynotes, this event is a must-attend for professionals seeking actionable tactics to propel their businesses forward.

Why Attend SaaSOpen 2024?

This premier event offers insights, workshops, and networking opportunities tailored for SaaS and tech

leaders. Engage in fast-paced keynotes, and intimate Mastery Workshops, and witness live deal-making at SharkTank for SaaS Live. SaaS Open 2024 goes beyond the traditional conference

model, fostering meaningful connections through various networking opportunities.

Adding to the excitement, Bertoni will take the stage to share his expertise in a speech and book titled "The 5-Step Proven Hyper-Targeting Strategy To Recruit Top SaaS Talent."

"Hyper-targeting talent has been my calling card since I started in sales in 1999. I created SaaS Talent over 9 years ago based on my passion for lead generation. Hyper-targeting is a philosophy based on hunting down exact fit talent for SaaS and tech companies." - Michael C. Bertoni

Bertoni, the visionary behind SaaS Talent, brings over 25 years of passionate experience and a proven track record of transforming talent acquisition and business development initiatives for SaaS and tech companies.

Key Book and Speech Highlights:
The 5-Step Proven Hyper-Targeting Strategy To Recruit Top SaaS Talent

Step 1: Understanding Exact Fit Job Requirements

With two and a half decades of SaaS and tech experience, SaaS Talent knows exact-fit requirements like no other. Examples, case studies, and a thorough grasp of clients' demands enable them to build unique talent solutions and hire people quickly.

Step 2: Writing an Exciting Job Requirement

Recognizing the competitiveness of the job market, Bertoni advises crafting job requirements that not only meet the criteria but also excite potential candidates. An engaging job description written in a Press Release format is the first step to attracting top-tier talent.



SaaS Talent is the industry leader in talent acquisition for SaaS and tech companies.



SaaS Talent has built a philosophy around Hyper-Targeting, which is the most critical aspect of our talent acquisition process.

Step 3: Launching the Job

SaaS Talent recommends a multi-pronged approach to job launch, leveraging 20 different job boards, LinkedIn, Google, personal networks, and their warm bench of candidates. Casting a wide net increases visibility and maximizes the chances of reaching the right candidates.

Step 4: Dataset of Candidates

Building a comprehensive dataset of exact-fit candidates is the cornerstone of effective recruitment. Bertoni emphasizes the importance of creating a pool of potential hires who are actively working and meet the client's requirements before initiating hyper-targeting campaigns.

Step 5: Hyper-Targeting Campaign

The culmination of the strategy lies in hyper-targeted campaigning. Leveraging LinkedIn, email, text, and phone outreach, SaaS Talent ensures that the right candidates are not just found but engaged and hunted effectively. Michael Bertoni will explain the massive difference between "hyper-targeted candidates" and "applying candidates."

Attendees at SaaSOpen 2024 will receive a complimentary print and digital copy of the book "The 5-Step Proven Hyper-Targeting Strategy To Recruit Top SaaS Talent," delving deeper into Bertoni's strategies. To sweeten the deal, Bertoni is offering a 15% discount on Early Bird pricing at SaaS Open, making this transformative event even more accessible to everyone.

SaaS Talent's commitment to excellence in talent acquisition is further exemplified by the release of the new book at SaaSOpen 2024. This invaluable resource extends the event's impact beyond the two days in Austin, providing a comprehensive guide to recruiting and hyper-targeting top SaaS talent.

To attend SaaSOpen 2024 and secure a 15% discount, visit SaaSOpen 2024's website below, and use the promo code "SAASTALENTMB24" during Early Bird registration. This exclusive offer ensures attendees gain valuable insights while enjoying the perks of reduced pricing. Click SaaS Open's website and check out the first eight seconds of the event endorsement video where Michael C. Bertoni endorses SaaSOpen 2023.

<https://saasopen.com/2024/austin>

Don't miss this unparalleled opportunity to be part of a transformative event. Register now at SaaSOpen 2024 using the promo code "SAASTALENTMB24" for a discounted ticket, and get ready to unlock the secrets to recruiting top SaaS talent.

For Media Inquiries or questions, please contact:

SaaS Talent

Founder: Michael C. Bertoni

Website: www.saas-talent.com

Email: mbertoni@saas-talent.com

About SaaS Talent

SaaS Talent delivers transformative talent acquisition and recruitment solutions for SaaS and tech companies using resources in the United States and Latin America. Founded by Michael C. Bertoni in 2015, SaaS Talent leverages 9+ years of direct experience with 100+ companies using proven strategies to redefine recruitment excellence. <https://www.saas-talent.com/>

About SaaSOpen 2024

SaaSOpen 2024 is a leading event for SaaS and technology leaders, offering valuable insights and fostering connections within the industry. The event features keynotes, workshops, and networking opportunities designed to elevate businesses and professionals in the SaaS and tech landscape. <https://saasopen.com/2024/austin>

Note: The first 8 seconds of the video on the main page at SaaSOpen 2024 features Michael C. Bertoni endorsing SaaSOpen 2023.

Michael C Bertoni

SaaS Talent

+1 215-817-3295

mbertoni@saas-talent.com

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