**Career Advice #223 | Renee Lienhard**

**BA, Business Administration | 18 July 2019**

**Wisconson**

**Via Brigette Hyacinth**

After a 16 year career of being a Probation/Parole Agent for the State of Wisconsin’s; I never thought finding a livable wage would be so hard. I have Bachelors degree in Psychology and went back to school and received a bachelors degree in Business Administration-Management. I have experience in supervisory, administrative and accounting roles in government and private sectors. I feel the ATS takes the personalization out of finding a job and companies are missing out on a lot of qualified candidates. I am currently, paying for career counseling to help and that has not been beneficial. Thank you Brigette, maybe this will help co

Hi Renee,

I am a 53-year old Canadian CPA that spent the last 10 years in the Middle East and waited for oil prices to recover for that “lucrative” role. In 2017, I started researching emerging technologies. In 2018, I started listening to Gary Vaynerchuk. When you listen to him for a while, you will begin to understand why I am writing to you. In fact, his recent Supply Chain meet-up | “Transparency19 WavesSide Chat” may resonate in connection with your role at Wow Logistics:

Podcast: <https://apple.co/2KCJqp2>

YouTube: http://bit.ly/2KEcQ6a

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Some career & job search ideas:

Fairygodboss | career community for women | https://fairygodboss.com/

Landit |women’s career fulfillment | https://landit.com

Zippia | plan careers | www.zippia.com

AvraTalent | startup/candidates | https://avratalent.com/

Career List | recruiting| https://www.careerlist.com/

CareerArc | recruiting | https://www.careerarc.com/

ConveyIQ | candidates | https://www.conveyiq.com/

PRC Resources | hiring platform | https://www.prcresources.us/

SmartRecruiters | recruiting | https://www.smartrecruiters.com

Teamable | referrals | www.teamable.com

ZipRecruiter | online jobs | http://www.ziprecruiter.com/

See post 2 of 7 | cont/

**2ND POST**

Hi Renee,

This is post 2 of 7

Angel List | https://angel.co | primarily tech startups list tech & non-tech roles. Quick search revealed:

10,443 startups across USA

52 in Wisconsin

26 in Madison

18 in Milwaukee

The low numbers indicate tremendous potential as more and more startups continue to list on this site. Startups in neighboring states show:

461 in Illinois

121 in Michigan

46 in Indiana

Tech startups may not always use traditional recruiting sites. When such startups grow, they will need experienced staff. Your MBA degree and significant work experience will be valuable when combined with learning SaaS (software-as-a-service) applicable to key business functions.

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Venture Capital (VC) Investments

I follow technology investments announced in various tech news feeds: StrictlyVC newsletter (Connie Loizos), Crunchbase News, Techcrunch, VentureBeat, UKTN and FinSME’s Inc.

VC investments tend to focus on SaaS verticals and other tech plays in virtually all sectors and business functions. The VC portfolio companies themselves are a good source for potential jobs. For example, Lerer Hippeau lists 2000+ open roles (<https://jobs.lererhippeau.com/>)

See post 3 of 7 | VC’s in Wisconsin & Illinois

**3rd POST**

Hi Renee,

This is post 3 of 7

VC Portfolio Companies

VC firms typically have “Portfolio” or “Investment” links on their websites. This is a selection of VC’s in your area:

Wisconsin-based

Northwestern | https://innovation.northwesternmutual.com/venture-investments/future-ventures/

Cream City VC | http://www.creamcityvc.com/

CSA Partners LLC | http://www.csapartners.com/

BrightStar Wisconsin | https://www.brightstarwi.org

Angels on the Water | http://www.angelsonthewater.com/

HealthX Ventures | http://www.healthxventures.com/

Chicago-based

Chicago Ventures | http://chicagoventures.com/

Cleveland Avenue | http://www.clevelandavenue.com/

eighteen94 Capital | https://www.1894capital.com/en\_US/home.html

Harbor Street Ventures | http://www.harborstreetventures.com/

Hyde Park Angels | https://hydeparkangels.com/

Illionois Ventures | http://www.illinoisventures.com/

Jump Capital |https://jumpcap.com/

Lightbank | http://www.lightbank.com/

MK Capital | https://www.mkcapital.com/

OCA Ventures | http://www.ocaventures.com/

Pritzker Group Venture Capital | http://bit.ly/2vY385T

Serra Ventures | http://serraventures.com/

See post 4 of 7 | SaaS examples

**4th POST**

Hi Renee,

This is post 4 of 7

SaaS Examples. SaaS vertical investments represent virtually all sectors…

Real estate, retail, hospitality, healthcare, construction, oil & gas, fintech, insurance, education, farming, manufacturing, robotics, ridesharing, food delivery

…and virtually all disciplines:

HR, accounting, legal, logistics, marketing, cybersecurity, big data, social media

SaaS applicable to logistics & accounting are consistent with your recent work experience; cyber-security in connection with your 16+ years working in the criminal justice system.

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Logistics & Supply SaaS:

Support

3Gtms | manages full order-to-cash process in a single system | https://www.3gtms.com/

Bringg | delivery logistics | www.bringg.com

ShipMonk | order fulfillment & shipping | https://www.shipmonk.com

TURVO | logistics & supply | https://turvo.com

Zencargo | freight forwarder uses ML | www.zencargo.com

Delivery

Flexport | air & ocean freight forwarder | www.flexport.com

Cargomatic | connects shippers & carriers | www.cargomatic.com

Budbee | last-mile delivery | https://www.budbee.com/en/

FourKites | helps freight brokers & shippers | https://www.fourkites.com/

See post 5 of 7 | SaaS continued

**5th POST**

Hi Renee,

This is post 5 of 7

Roadie | on-the-way delivery service puts unused capacity in passenger vehicles | https://www.roadie.com

Shipwell | domestic ground shipping, fleet & cargo | [www.shipwell.com](https://www.shipwell.com/)

Supply Chain

Flowspace | on-demand warehousing & fulfillment services | https://www.flow.space

Specright | enables customers to control critical supply chain specs | http://www.specright.com/

STORD | "next-generation" warehousing & distribution | https://www.stord.com/

Magaya Corp | warehouse, cargo & supply chain | http://magaya.com

Accounting SaaS

Back Office | automated bookkeeping | www.backoffice.co

Botkeeper | automated bookkeeping | https://www.botkeeper.com/

Divvy | business expenses & budgeting  | https://getdivvy.com/

Roger.ai | accounting automation tool runs on top of accounting software | www.roger.ai

Cyber-Security

Crowdstrike | endpoint protection & services | http://www.crowdstrike.com/

Illumio | monitoring & cloud security | https://www.illumio.com/

Living Security | Cybersec training | https://www.livingsecurity.com/

Paladin Cyber | prevent & respond to cyber threat | https://www.meetpaladin.com/

Zeguro | focus on SME's | https://www.zeguro.com/

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See post 6 of 7

**6th POST**

Hi Renee,

This is post 6 of 7

SaaS relevancy

Technology will soon catch up to many of the back office & support functions that are currently manually prepared or linked to legacy ERP systems.

In my view, understanding how and where SaaS can be adopted by any company you work with could improve the effectiveness of your work (if not in practice at least in theory).

Just know that the latest SaaS will face resistance from most companies. I experienced this during my final days at Qatar Solar and over the past several months while job searching. Such objections included:

* IT departments may deem such SaaS as “lacking compatibility” to properly integrate with existing systems. This may or may not be true.
* Management may feel existing ERP systems are sufficient and do not want to pay for costly conversion or “SaaS” will not secure confidential data. These may or may not be justifiable reasons.
* Lack of incentive to introduce SaaS due to deemed threat to existing jobs.

The circumstances and reasons for rejecting new SaaS will vary from company to company.

See post 7 of 7 | SaaS learning & LinkedIn Outreach

**7th POST**

Hi Renee,

This is post 7 of 7

SaaS Application

You may be thinking: “How can these SaaS get me a job?” The answer is, they won’t get you a job. The more you can learn about SaaS applicable to your functional area, the more readily you will identify potential gaps.

Learning SaaS

SaaS can be readily learned: download free demo; subscribe to newsletter; follow company on LinkedIn, Twitter, FB & IG

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Outreach to Startups / VC portfolio companies / HR recruiters

Step 1: Use **LinkedIn**

(a): Prepare 300-character introduction. Keep this simple & to the point. You cannot say much so you need to get their attention. For example:

Hi Mary, I have combined an MBA degree with 6+ years of logistics & accounting experience & 16+ years in the State correction system [OUTLINE 2 or 3 KEY accomplishments]. Pleased to connect to assist your team. Renee

(b): Use LinkedIn “Personalized Message” to connect

(c): When they accept your connection, thank them & request permission to send your resume; confirm most appropriate email address.

Step 2: Use email to send your resume & cover letter

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Feel free to message me. Have fun researching!