



Energy SaaS Marketing Hiring Strategies

Whether your marketing organization is part of a small or mid-sized SaaS oriented firm, there's an order as to whom you hire.

Most SaaS products or services have *long close cycles, perhaps 6-18 months*. The same is true for technical products like Distributed Energy Resource Management or Virtual Power Plants.

Another key assumption is that the system is driven by *Account-Based Marketing (ABM)* where there is considerable focus on individual clients or groups of clients.

Happily, these two assumptions go hand in hand with large potential revenue from individual clients. While the first sale may not be huge, the potential over several years is likely multi-million.

Based on a review of the current literature and my own experience (which is a bit outdated, I admit), here's the hiring priorities.

Most companies other than recent startups have moved down the road in hiring but still need to consider what the next set of hires will bring in terms of benefits to the marketing process.

Another issue is what number of senior managers are needed to manage each marketing function.

Energy SaaS-Specific Hiring Priorities

1. Product Marketing Lead (First hire)

- *Why first:* Energy SaaS buyers are technical and risk-averse. You need someone who can translate product features into ROI narratives for utilities, grid operators, and energy retailers.
- *Key skills:* Competitive intelligence, GTM strategy, persona development, regulatory fluency.
- *Budget: 25–30%*

2. Technical Content Strategist

- *Why second:* Long sales cycles require trust-building through whitepapers, case studies, and regulatory explainers.
- *Key skills:* SEO, storytelling, energy policy, DERMS/DR/EMS familiarity.
- *Budget: 20–25%*

3. Growth/Demand Generation Manager

- *Why third:* Once messaging is validated, scale outreach across LinkedIn, email, and paid channels.
- *Key skills:* ABM, funnel optimization, CRM enrichment, paid media.
- *Budget: 20–25%*

4. Marketing Ops + Analytics Specialist

- *Why fourth:* Attribution and lead scoring are critical in multi-touch, multi-stakeholder sales.
- *Key skills:* Power BI, HubSpot/Salesforce, Power Automate, Zapier.
- *Budget: 10–15%*

5. Partner/Channel Marketing (Optional)

- *Why fifth:* Many energy SaaS firms sell through integrators, consultants, or utilities.
- *Key skills:* Co-marketing, partner enablement, ecosystem mapping.
- *Budget: 5–10%*

References and Further Reading

<https://www.growthmentor.com/blog/saas-marketing-team-structure/> Good, complete article.

<https://skale.so/saas-marketing/team/> Survey article, with three sizes of marketing organizations.

<https://www.growthmentor.com/blog/saas-marketing-team-structure/> Same content as Skale but some good additional comments.

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