



Startup CEO: A Field Guide to Scaling Up Your Business, + Website

Matt Blumberg

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A definitive book for any CEO—first time or otherwise—of a high-growth company

While big company CEOs are usually groomed for the job for years, startup CEOs aren't—and they're often young and relatively inexperienced in business in general. Author Matt Blumberg, a technology and marketing entrepreneur, knows this all too well. Back in 1999, he started a company called Return Path, which later became the driving force behind the creation of his blog, OnlyOnce—because "you're only a first time CEO once."

Now, more than a decade later, he's written *Startup CEO*. As the fifth book in the *StartUp Revolution* series, this reliable resource is based on Blumberg's experience as a startup CEO and covers a number of issues he's faced over the dozen years he's been a CEO.

- Offers valuable insights into how the CEO sets the overall vision and strategy of the company and communicates it to all stakeholders
- Discusses how to build a company's human capital by recruiting, hiring, and retaining the very best talent
- Examines how a CEO must align available resources with the company's strategy in order to ensure success
- Addresses what it takes to master the "How" of being a CEO—from leading an executive team to managing in any type of market

Engaging and informative, this book is essential reading for any, and every, CEO.

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