



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

By 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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Editorial Review

From the Inside Flap

Whatever industry you may be involved in—whether it be architecture, medicine, or technology—scaling up your business can be one of the most difficult endeavors you may ever face. And in most cases, as the company grows, so will your role in it. Being a CEO is an incredibly complex job at any size company, but it can be especially challenging if you're part of a startup. In this case, you really don't have the luxury of making costly mistakes while learning on the job.

Back in 1999, author Matt Blumberg, a technology and marketing entrepreneur started a company called Return Path that later became the driving force behind the creation of his blog, OnlyOnce—because "you're only a first-time CEO once." Now, with *Startup CEO*—the third book in the Startup Revolution series—Blumberg shares his experiences that led up to that point and discusses the details of this extremely difficult and unique job. Whether you're currently the CEO of your own company, an aspiring entrepreneur, or thinking about your own career development, the insights found here will put you in a better position to succeed.

Divided into five comprehensive parts, this reliable resource skillfully puts the essential elements of this endeavor in perspective—from the startup stage, through the revenue stage, and into the growth stage. Along the way, you'll gain valuable knowledge on:

- Part I: defining your vision of the startup and effectively communicating it to all stakeholders
- Part II: running the people side of your company, from creating a culture and the full cycle of employment—recruiting, hiring, and retaining or firing—to the growing challenge of managing remote employees
- Part III: the key elements of execution, including the specifics of financing the company and budgeting, running great meetings, and setting goals
- Part IV: the main aspects of managing a board, from recruiting members to working with them on potentially thorny topics like their performance or your compensation
- Part V: managing yourself so you can manage others, including creating your own operating system; working with an executive assistant, executive coach, and a peer group; and balancing family and work life

Startup CEO puts an emphasis on practical application. To that end, this book provides readers with exclusive access to a companion website filled with supplementary materials, allowing you to continue to learn in a hands-on fashion long after closing the book.

Being a startup CEO is one of the hardest jobs you'll ever have. But if you're motivated, creative, and enjoy building things, it's also the best job in the world. *Startup CEO* will show you what it takes to make it in this position—and while it may not have all the answers, it can help you figure out the questions you should always be asking.

From the Back Cover

Praise for *Startup CEO*

"One of the key principles of the Lean Startup movement is that entrepreneurship is management. In *Startup CEO*, Matt Blumberg provides a comprehensive guide to every facet of entrepreneurial management. An essential and practical guide for entrepreneurs everywhere."

—**Eric Ries**, author, *The Lean Startup*

"There's no silver bullet for building a great company. *Startup CEO* deciphers the challenging, complex, uncertain, and oftentimes lonely role of a first-time CEO without oversimplifying it."

—**Ben Horowitz**, cofounder and General Partner, Andreessen Horowitz

"I've been on Matt's board for more than a decade, and I've watched him develop into one of the finest CEOs I've had the pleasure to work with. With *Startup CEO*, Matt allows other entrepreneurs to profit from his years of experience and emulate his remarkable example."

—**Fred Wilson**, cofounder, Union Square Ventures

"There is the one-in-a-million company that catches lightning in a bottle and grows like a weed without care and feeding. For the rest of us, there's *Startup CEO*, the how-to manual for getting there the old-fashioned way. This book will be your coach, mentor, and advisor in any situation you or your company are likely to encounter."

—**David Rosenblatt**, CEO, 1stdibs

"Startup CEO is the definitive book for any CEO—first time or otherwise—of a high-growth company. While dozens of books have been written about starting businesses, it's time for entrepreneurs to focus on scaling them. Matt shows them how."

—**Brad Feld**, Managing Director, Foundry Group

About the Author

Matt Blumberg founded Return Path in 1999 because he believed the world needed email to work better. He is passionate about enhancing the online relationship between email subscribers and marketers so that both sides of the equation benefit. It is with great pride that he has watched this initial creation grow to a company of more than 400 employees with a market-leading brand, innovative products, and the email industry's most renowned experts. Before Return Path, Blumberg ran marketing, product management, and the Internet group for Moviefone, Inc. (later acquired by AOL). Prior to that, he served as an associate with private equity firm General Atlantic Partners and was a consultant with Mercer Management Consulting. He holds a BA from Princeton University.

Users Review

From reader reviews:

Frank Barcomb:

The publication with title *Startup CEO: A Field Guide to Scaling Up Your Business, + Website* possesses a lot of information that you can study it. You can get a lot of advantage after read this book. That book exist new expertise the information that exist in this guide represented the condition of the world now. That is important to you to learn how the improvement of the world. This specific book will bring you in new era of the global growth. You can read the e-book on your smart phone, so you can read this anywhere you want.

Earnest Jennings:

Are you kind of stressful person, only have 10 as well as 15 minute in your morning to upgrading your mind talent or thinking skill also analytical thinking? Then you have problem with the book than can satisfy your limited time to read it because all this time you only find guide that need more time to be learn. Startup CEO: A Field Guide to Scaling Up Your Business, + Website can be your answer because it can be read by you actually who have those short spare time problems.

April Hanson:

In this age globalization it is important to someone to receive information. The information will make anyone to understand the condition of the world. The health of the world makes the information better to share. You can find a lot of references to get information example: internet, newspaper, book, and soon. You will see that now, a lot of publisher that will print many kinds of book. The book that recommended to you personally is Startup CEO: A Field Guide to Scaling Up Your Business, + Website this reserve consist a lot of the information from the condition of this world now. This kind of book was represented how can the world has grown up. The words styles that writer value to explain it is easy to understand. Often the writer made some research when he makes this book. This is why this book acceptable all of you.

Bethany Zuniga:

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