Stevie Case

Outreach

To **Stevie Case, Chief Revenue Officer, Vanta**

From **Haris, Quotaflow**

Written **2 September 2026, after a fresh LinkedIn check the same morning**

> **Freshness check, 26 Aug to 2 Sept 2026**
>
> Her newest post went up about 14 hours before this was written, on failure modes when adding sales capacity. That is the hook for email one and it is roughly a day old, which is close to ideal.
>
> Also inside the 7-day window: a post on promotions and talent as her main lever (1 day), a post on Annie Duke and decision quality (1 week), a Friday photo from Vanta HQ (1 week), her Crew Podcast episode announcement (1 week), and a repost of someone recommending that episode.
>
> Nothing newer appeared between the first research pass and this one. The Kelly Bray promotion and the AI ROI post are both about two weeks old, so they sit outside the 7-day window but are still fair to reference.

Email 1 • Send now

Leads with her post from yesterday. The angle is the fourth item on her own list of failure modes, which is the one Quotaflow actually answers.

Subject:

The fourth one on your list

Stevie,

You posted yesterday about what goes wrong when a team adds sales capacity. The fourth failure mode is the one I keep thinking about:

> *"Absent sufficient supporting resources (SEs, SDRs, collateral, a value narrative, etc)"*
>
> https://www.linkedin.com/feed/update/urn:li:activity:7500649031967121408/

Commission infrastructure rarely makes that list and I think it belongs on it. When a team adds capacity quickly, the plan document holds up fine. The calculation behind it does not. Reps close deals against a plan variant that did not exist last quarter, then wait weeks to find out what they earned while someone in finance rebuilds a spreadsheet to handle it.

That gap shows up as ramp attrition, and it bites hardest in the exact situation you described: new

> segment, new plan, no repeatable process behind it yet.
>
> I run Quotaflow. We do commission and quota-plan software for sales orgs carrying different plans across SMB, mid-market and enterprise. Reps see earned commission the day a deal closes. Finance stops rebuilding the model every time a segment, a SPIF or a split rule changes.
>
> I raise it now because Vanta is running genuinely different motions downmarket and upmarket, and with Kelly Bray pulling new logo and expansion into one org, my guess is your plan count is going up rather than down.
>
> Would you be open to a 15-minute call? If you already have this handled, tell me and I will say so and leave you alone.
>
> Haris

Why this one should land

- It opens on something she wrote a day earlier, so it reads as attention rather than research.
- It agrees with her framing and adds one item to her list, which is a peer move. It does not tell her she has a problem she has not noticed.
- It names the Kelly Bray reorg without making a claim about what is broken inside Vanta.
- The close gives her an easy out. She replies to people on her own posts, so a low-friction ask suits how she already behaves.

Email 2 · Send after 7 days of silence

Different angle. Email one was about capacity and ramp. This one is about her own stated comp philosophy and what happens to it when segments diverge.

Subject:

Holding 4:1 across three segments

Stevie,

Following up on my note last week, with a different angle.

On the Crew podcast you listed the things you wanted to get into, and this was one of them:

> *“why I won’t hire below a 4:1 quota-to-OTE ratio, and why attainment is binary, not a range”*
>
> https://www.linkedin.com/feed/update/urn:li:activity:7495876429616660481/

That is a sharper position on comp than I usually hear from a CRO, and it is the reason I wanted to write again.

The hard part is holding that ratio steady once the segments pull apart. A 4:1 that works for an AE carrying a CISO-led enterprise cycle is a different plan from a 4:1 for someone selling to a startup founder, and different again for the services motion you are standing up under the new VP of Success and Services. Three plans, three sets of credit and split rules, and in a spreadsheet three separate rebuilds every time something moves.

Quotaflow runs a distinct plan per segment without re-engineering a model each quarter, and shows attainment distribution across all of them in one place rather than a blended average. Given you treat attainment as binary, seeing the shape of it per segment is the part I would expect to be useful to you.

Same ask as before: 15 minutes, and I am happy to be told the timing is wrong.

Haris

Why this angle is the right second swing

- It uses her own number back at her. She published the 4:1 rule herself, so quoting it is neither flattery nor a guess about her business.
- It moves from a ramp problem to a plan-design problem, so it does not repeat email one.
- "Attainment is binary, not a range" is the specific line that makes distribution reporting relevant to her rather than generic.
- It references the VP of Success and Services role she is hiring for, which shows you are still watching rather than running a sequence.

Two things to check before you send

> The dossier flagged that quotaflow.io resolved to unrelated content when it was fetched during the first research pass. Neither email includes the URL, but your signature probably does. Confirm it loads before this goes out.
>
> Neither pass established whether Vanta already runs a commission tool. If you can find out from a job posting or a RevOps contact first, email one gets sharper, since you could name the thing you would replace instead of describing it.

Timing

Send email one within a day or two while her capacity post is still recent. If it slips past about a week the opening loses its point, and email two becomes the better opener with the 4:1 line leading instead.

Send email two seven days after email one if nothing comes back. She posts most days and replies to comments on her own posts, so a thoughtful comment on one of her posts in between is a reasonable third touch that costs nothing.

Sources: Stevie Case's LinkedIn posts of 1 September 2026 and ~26 August 2026, both read and permalink-verified on 2 September 2026. Supporting context from Vanta - Decision Maker Intel, 2 September 2026.