Vanta

Decision Maker Intel

Prepared for **Haris, Quotaflow**

Date **2 September 2026**

Targets **Stevie Case (CRO), John McCauley (CFO), Christina Cacioppo (CEO & co-founder)**

> **Two things changed since your last research pass**
>
> 1. David Eckstein is not Vanta's CFO. He left in January 2026 and his LinkedIn now reads CFO at Legora, New York. Vanta's CFO since June 2026 is John McCauley, who is profiled here in his place. Eckstein is still a useful warm contact: you share 14 mutual connections with him.
>
> 2. Your message included a "[paste the Perplexity output]" placeholder with no text behind it. The prior research reproduced in Part 3 is drawn from the two PDFs you attached, not from a Perplexity paste.

What is in here

Part	Contents	Source
Part 1	Live LinkedIn profiles: Case, McCauley, Cacioppo. Full profile, posts and comments from the last 60 days, topics, language, priorities, communication style, URL.	Browsed directly, 2 Sept 2026
Part 2	How Quotaflow maps to each person, with the specific hook to open on.	Analysis
Part 3	Your prior research, consolidated: account intelligence, strategic priorities, competitive picture, full leadership map.	Your two attached PDFs
Part 4	Open items to verify before outreach.	Both passes

Part 1 • Decision Maker Profiles

Everything in this part was read directly from LinkedIn on 2 September 2026 while signed in to your account. Post ages are as LinkedIn displayed them, so "2w" means roughly mid-August 2026. Reaction and comment counts are captured at time of reading.

Stevie Case • Chief Revenue Officer

The primary buyer. She posts about comp mechanics in public, which is rare, and gives you a hook almost no other account will hand you.

LinkedIn: https://www.linkedin.com/in/steviecase/

Field	Detail
Headline	CRO @ Vanta | Driving Sales Growth, Customer Acquisition and Retention
Pronouns / location	She/Her · San Francisco Bay Area
Network	35,991 followers · 500+ connections · 644 mutual connections with you
At Vanta since	March 2022 (4 yrs 7 mos). Vanta's first C-titled exec.
Currently hiring	VP, Success & Services, plus 2 other roles (Vanta, US Remote). Her profile carries an active "See open roles" module.
Side roles	Founding Partner, 20SALES (Apr 2023–present) · Founding Operator, Coalition Operators (Jan 2023–present) · Member, Chief (Jun 2022–Jun 2023)
Before Vanta	Twilio, 5 yrs 10 mos: VP Mid-Market Sales ($425M ARR under management), VP Enterprise Sales, Head of Enterprise West Sales, Regional Sales Director, Enterprise Sales
Education	The University of Kansas, BA General Studies (Sep 1994 – May 2021)
Profile depth	50 skills · Strategic Partnerships 99+ endorsements · 6 recommendations received, 18 given · 10 honors & awards
Follows	Nick Mehta · Spencer Keith Jones

The single most useful thing on her profile

In a post announcing her appearance on The Crew Podcast (1 week ago), she listed what the episode covers. One line does the work of an entire discovery call:

> *"why I won't hire below a 4:1 quota-to-OTE ratio, and why attainment is binary, not a range"*
>
> Stevie Case, LinkedIn, ~1 week before 2 Sept 2026 · 136+ reactions, 21 comments

She has an explicit, numeric, publicly stated comp philosophy and she enforces it as a hiring gate. That tells you she models quota coverage deliberately, that she thinks about attainment distribution rather than averages, and that a conversation about comp design will land as a peer conversation rather than a vendor pitch.

Posts, last 60 days

She posts roughly every one to three days. Ten posts captured, all inside the window.

13 hours ago · Failure modes when adding sales capacity

> *"Last week I sat with a room of CROs, and what they wanted to hear about most was failures. I actually love talking about failures. That's how we win and improve. Truth is a lot of this isn't written down, and we're all sharing tribal knowledge about scaling GTM."*

She then listed four ways adding capacity goes wrong: without confidence pipeline can scale; into a new segment assuming product-market fit carries over; without a repeatable plan to scale revenue from diversified channels; and absent supporting resources, where she named SEs, SDRs, collateral and a value narrative. She closed with a question she uses as a test:

> *"Ask yourself: what's the minimum viable unit of growth and what resources are needed to support it?"*
>
> 59+ reactions, 7 comments

1 day ago · Talent as her primary lever, and promotion mechanics

> *"At scale, people and talent are the biggest lever I have as CRO. Nothing I do moves outcomes more than getting the right people into the right roles and empowering them to run."*

She wrote that she spent a chunk of the weekend writing promotion packets for her leadership team and called it the best use of the weekend. Practical advice followed on naming a promotion as a goal, agreeing deliverables with a manager, checking pacing against them, and building a coalition of advocates. 208+ reactions, 20 comments.

1 week ago · Decision quality vs outcomes

On Annie Duke's Thinking in Bets and Andre Iguodala's The Sixth Man. She singled out the concept of RESULTING, which she defined as judging a decision by its result rather than by the quality of the process, and tied it to Klay Thompson and Stephen Curry continuing to shoot through cold streaks.

> *"Build a framework for decision making, operate in a way that drives the high probability of success, and don't let the next outcome sway your approach."*
>
> 153+ reactions, 34 comments

1 week ago · The Crew Podcast, career arc and operating beliefs

Her own summary of her path: world's first female pro gamer, then level design at Ion Storm, then mobile games in Los Angeles, then a junior sales job she took because a vendor offered it. Six years at Twilio watching it go from $200M to $3.5B and 500 to 9,000 people. Now first CRO at Vanta, which she describes as going from under $30M to past $300M ARR.

> *"The thread connecting all of it: the more uncomfortable a decision feels, the more likely I am to say yes."*

Other topics she listed for the episode: product-market fit as a visceral feeling and the one test that matters on a call; a hidden flaw in the Twilio model she says AI companies are repeating; the 4:1 quota-to-OTE line above; why the next generation of CROs will be product and systems driven rather than classic closers; and how Vanta built its in-house customer success platform with Claude Code.

2 weeks ago · How she measures AI return

This one governs how you should frame any AI capability in your pitch.

> *“Most leadership teams are measuring AI ROI wrong. The question I keep hearing is "how many headcount did it save you?" But I deeply think that’s the wrong question, and it’s certainly not where I’m focused.”*

Her four stated focus areas: shortening the sales cycle through automation of busywork; increasing rep productivity so reps carry more active opportunities without more hours; increasing stage-to-stage conversion through more effective and targeted follow-up; and reducing prospects going dark. Her conclusion:

> *“If your AI business case rests on cutting people, you’ll build tooling for a team that isn’t thinking about scale. If it rests on capacity, you’ll build tooling that makes the same team do considerably more.”*
> 138+ reactions, 25 comments

2 weeks ago · Kelly Bray promoted to Global SVP of Sales

The most commercially significant post in the window for your purposes. Kelly Bray now leads Sales, SDR and Account Management together.

> *“Unifying new logo and expansion under Kelly gives us one consistent sales motion across the business.”*

In the same post she opened a VP of Success & Services role, describing it as leading Success and Support for 16,000+ customers, building a Professional Services function from the ground up, creating a bridge into the partner ecosystem, and uniting Success, Support and Services into one delivery org. She said she wants someone who "thinks in programs rather than one off heroics." 663+ reactions, 72 comments, 20 reposts.

2 weeks ago · Denver mid-year business review

A gratitude post from a GTM offsite in Denver. Useful mainly for the org map: she tagged Emlyn Gavin, Chris Sander, Kaushik Patel, Josh MacIntyre, Julie Martin, Kelly Bray, Eric Martin, Bill Fitzgerald, Morgan L. Kaplan, Roger Benson, Faisal Khan, Caroline G., Margarita Rojas and Elizabeth (Anderson) Bortz. That is a working list of her extended leadership bench. 242+ reactions.

2 weeks ago · On her own coding

> *“She thinks I’m a real SWE. I tell her "Only partly... I only code with Claude and with Cursor, I’m sorry." #ClaudesPlan”*

Light, but it confirms she is hands-on with tooling rather than only sponsoring it. Also captured: a 1-week-old post about a colleague "grinding through the finish" at Vanta HQ on a Friday, and a repost of Amber Adams recommending her Crew Podcast episode.

Comments

Her comment activity is mostly short affirmations on her own threads rather than commentary on other people’s posts. Example: on her promotions post, when John Siber commented "Promotions really do happen in rooms you’re not in!!", she replied simply "so, so true". She replies to commenters on her own posts consistently, which means a thoughtful comment on one of her posts has a real chance of a reply.

Communication style

Dimension	Read
Formal or casual	Casual and plain-spoken. Contractions, "damn", "lol", "lotsa love for all of y’all". Emoji used freely but not decoratively.

Dimension	Read
Data or story	Both, deliberately. She opens with a story or a scene, then hands you numbers. Her own profile publishes quarterly attainment (102%, 122%, 108%, 279%) and headcount ratios. Numbers are her proof, stories are her hook.
Direct or diplomatic	Direct. She states positions as positions: "that's the wrong question", "this is the single biggest trap", "I won't hire below". She names people and credits them by name constantly.
Structure	Highly consistent: a hook line, a short setup, a dashed list, then an open question to the reader. She is engineering engagement on purpose.
What she will not respond to	Headcount-reduction framing, vague AI claims, and anything that treats sales comp as a back-office admin problem.

John McCauley · Chief Financial Officer

Four months into the seat, hiring the finance team, and publicly building what he calls financial infrastructure. This is the economic buyer and the timing is unusually good.

LinkedIn: https://www.linkedin.com/in/john-mccauley-84826a6/

Field	Detail
Headline	Chief Financial Officer at Vanta
Location	San Diego, California · Remote
Network	3,269 followers · 500+ connections · 11 mutual connections with you
Connection state	His profile shows a Connect button rather than Follow-only, so a connection request is a viable first touch.
At Vanta since	June 2026 (4 months). Reports directly to Christina Cacioppo.
Immediately before	Calendly, 4 yrs 1 mo: COO (Nov 2024–Jun 2026), then CFO (Jun 2022–Nov 2024). CFO scope there covered "Finance, People, Legal, IT, Information Security, and Ecosystem Strategy."
Before that	CFO, Seismic (Oct 2018–Jun 2022). Led capital strategy through Series E ($1B), F ($1.6B) and G ($3B) with Permira, Lightspeed, T. Rowe Price, JMI and Jackson Square. Ran corp dev including the Percolate, Grapevine6 and Lessonly acquisitions and integrations.
Earlier	VP Finance, Agentology (2018) · CEO, Flexline Fitness (2016–2017)
Education	San Diego State University, MS Accountancy (2005–2007) · University of San Diego, BS Accountancy (2000–2003)
Top endorsed skills	Sarbanes-Oxley Act (27) · Financial Reporting (23). Both carry the note "Endorsed by 9–10 colleagues at ServiceNow."
Follows	Christina Farr · Scott Galloway

Note on the ServiceNow history

Your prior research says McCauley was in finance leadership at ServiceNow from roughly $100M revenue through its IPO. ServiceNow does not appear in the experience entries visible on his LinkedIn profile, which start at Flexline Fitness in 2016. It is corroborated indirectly: his two top skills are endorsed by 9 and 10 colleagues at ServiceNow respectively. Treat the ServiceNow background as real but do not cite specific dates or revenue figures from it without checking.

The buying signal

One month ago he posted a job req himself, which is not something a CFO does for a routine backfill:

> *“We’re looking for an experienced FP&A leader to help guide our next phase of growth past $300M ARR. This role is ideal for someone who enjoys a fast pace environment, building financial infrastructure and partnering closely with executive leadership during an accelerating growth phase.”*
>
> John McCauley, LinkedIn, ~1 month before 2 Sept 2026 · 144 reactions, 6 comments, 14 reposts

"Building financial infrastructure" past $300M ARR is the budget line you are selling into. A new CFO plus a new FP&A leader plus an accelerating growth phase is the exact window in which inherited spreadsheet processes get replaced.

Posts, last 60 days

He posts roughly monthly. Six posts captured, three of them inside the 60-day window.

2 weeks ago · Sarah Scharf’s First Round Review profile

> *“Talent is when you can craft your career story arch in a way that leaves the reader in tears (literally on a plane). Highly recommended, especially for folks thinking about where to take their own career. +1 to "careers aren’t ladders, they’re jungle gyms — you move up, but also sideways, and sometimes down." It’s an honor to be on this journey with the great Sarah Scharf, Vanta’s F’in CMO.”*
>
> 52 reactions, 3 comments

Worth noting for tone: he swears mildly, uses a llama emoji as a Vanta in-joke, and admits to crying at a colleague’s career essay. He is warmer in public than the CFO title suggests.

3 weeks ago · Product positioning, in four words

> *“Vanta’s Trust Graph = Effective Agents.”*
>
> His entire caption on a reshare of CPO Jeremy Epling’s podcast episode · 7 reactions

This is how he compresses the equity story. If you need one sentence he already agrees with, this is it.

1 month ago · AI spend and value rationalization

> *“AI spend — a new(ish) topic that everyone is wrestling with. We are quickly moving from the exploration phase to value rationalization.”*

He was interviewed for Kyle Poyar’s Growth Unhinged newsletter alongside the CFOs of ClickUp and SentinelOne, on getting AI costs under control without killing adoption. The piece walks through showing teams what they spend, deciding whether the spend is a real problem, setting per-team token budgets, and then letting purpose-built products compete for that budget. 36 reactions, 5 comments, 2 reposts.

> **What this means for your pitch**
>
> He has publicly declared that his company is past the experimentation phase and into rationalizing value. Any pitch that leads with capability rather than payback will land in the wrong phase of his thinking. Lead with the process being replaced, the hours it consumes today, and the payback period.

2 months ago · His arrival announcement

> *“Vanta sits at the center of something important — as AI changes how companies build and operate, the trust infrastructure underneath has to keep pace… the momentum speaks for itself: $300M ARR, with growth accelerating each of the past four quarters.”*
>
> 1,269+ reactions, 99 comments

Comments

Short, warm, and network-maintaining rather than substantive. On a Senior VP’s departure post from PNC he wrote "Look forward to hearing where you’re headed. Thanks for all the help over the years Ben. A great partner." He also commented on Seismic’s Chief Legal Officer’s post about Seismic completing its merger with Highspot, so he stays active in his Seismic alumni network. He does not debate in comments and he does not post opinions there.

Communication style

Dimension	Read
Formal or casual	Middle. Full sentences and correct punctuation, but he swears mildly, uses emoji sparingly and writes about people with real warmth.
Data or story	Data first, always. He opens with ARR, growth rate, quarter counts and funding rounds. When he shares a story it is someone else’s and he adds one line on top.
Direct or diplomatic	Diplomatic and brief. He does not stake out contrarian positions publicly. His longest original posts are a job req and an arrival note.
Volume	Low. Roughly one post a month, and several are a single caption on someone else’s content. Do not expect him to engage publicly with your posts.
Likely instincts	He owned IT and Information Security at both Seismic and Calendly, and SOX is his most endorsed skill. Expect security review and audit questions early. Selling to the company that sells compliance means that bar is higher than usual.

Christina Cacioppo · CEO & Co-founder

Not your buyer, and worth being honest about that. Her value here is language: she sets the vocabulary the rest of the company uses, and mirroring it earns credibility with Case and McCauley.

LinkedIn: https://www.linkedin.com/in/ccacioppo/

Field	Detail
Headline	Vanta cofounder and CEO
Location	San Francisco, California
Network	48,085 followers · 500+ connections · 3 mutual connections with you
At Vanta since	LinkedIn reads June 2017 (9 yrs 4 mos). Press and Wikipedia say Vanta was founded in 2018, so the two do not agree.
Before Vanta	Product Management, Dropbox (Dropbox Paper), Dec 2014–Oct 2016 · Cofounder, Nebula Labs, 2013–2014 · Professor, School of Visual Arts, 2012, co-teaching Entrepreneurial Design · Investment team, Union Square Ventures, 2010–2012
Education	Stanford, MS Management Science and Engineering (2008–2009) · Stanford, BA Economics with Honors (2004–2008). Honors thesis on how rural Tanzanian households spent their time, using a 13-year, 20,000-observation panel.
Profile depth	Thin by design: 23 skills, top endorsement counts of 1 and 4, zero recommendations received. She does not curate her profile; she uses the feed.
Follows	Dennis Woodside, CEO of Freshworks

Posts, last 60 days

She posts every three to five days and the posts are substantive engineering write-ups rather than executive commentary. Ten captured, all inside the window.

When	Topic	The line worth knowing
5 days	Drag-and-drop import of an existing compliance program, plus dark mode	"Another way that Vanta's agentic harness is getting smarter and working harder for you. Also, dark mode!"
1 week	Reposted the general availability of Agentic Trust Controls: 65 controls across 12 domains, mapped to ISO 27001 and ISO 42001, at trustcontrols.ai	The post credits her with the internal principle of XKCD 927, the joke about unifying 14 standards and ending up with 15.
2 weeks	Computer Use for the Vanta Agent	"Of the 650,000 images uploaded to Vanta in the past six months, 36% were screenshots... The last couple of months have been all about finding the jagged edge of AI capabilities."
2 weeks	Sarah Scharf named CMO	"She's been the person most responsible for architecting the

When	Topic	The line worth knowing
		shift from automated compliance to trust management (<-- those were Sarah's words!) to agentic trust."
2 weeks	Why Vanta does not fine-tune on its proprietary data	"We find proprietary data worth more as ground truth... Anyone can prompt a model, but understanding output is much tougher."
3 weeks	An engineer rebuilt Vanta's evidence verifier	"she deleted all of that muck, increased quality, handled more input types, and made it 17x faster." Ends: "Bet on the model."
3 weeks	An engineer trained an agent on two years of his own code reviews	"No one told Jan to 'scale himself' or 'build in an AI native way.' (What do those words even mean anyway?)"
1 month	Vanta selected to the Federal Secure Cloud Advisory Committee, one of two large businesses on a 15-person committee	Public Sector PM Zack Fasnacht represents Vanta. 563+ reactions, 19 reposts.
1 month	The Vanta Agent gets its own isolated Linux sandbox, backed by E2B	"the newer, high-reasoning models made worse decisions than their less-intelligent predecessors."
1 month	Vanta for Government	"Vanta for Government doesn't make the government frameworks easy (they're not.) It makes them possible."

Comments

Two are worth knowing about.

- One week ago, under a post where a security professional said he had used Vanta for years and was happy with it, she replied in full: "hey! glad to hear it! please continue to send feedback our way". Lowercase, immediate, no corporate voice. She also replied to a technical question about authentication on her Computer Use post.
- Two days ago, Vanta's company account posted a security-awareness list titled "Things that will never happen", the first item being that your CEO will not text you about desperately needing gift cards. A commenter joked that he gets messages from her asking for gift cards all the time. She replied by writing the entire gift-card scam script in character, straight-faced, with no punchline. It drew 14 reactions.

The second one is a deadpan bit on her own company's security post, not a real request and not something to read as a compromised account. It is included because it is the clearest available signal of how she communicates: she will commit to a joke completely and trust the reader to get it.

Communication style

Dimension	Read
Formal or casual	Casual to the point of lowercase in comments. In posts she writes clean technical prose with no executive throat-clearing.
Data or story	Data, and specifically engineering data. 650,000 images, 36% screenshots, 65 controls, 12

Dimension	Read
	domains, 17x faster, eight years of audit outcomes, 145 controls. She reaches for a measured number rather than an anecdote.
Direct or diplomatic	Direct and openly skeptical. She mocks jargon in public: "What do those words even mean anyway?" She also concedes negative findings, for example that higher-reasoning models made worse decisions.
Distinctive habit	She credits named individual engineers in almost every post, usually by full name, and links their write-ups. Recognition is her house style.
What will not work on her	Buzzword-led positioning. Avoid "AI-native", "scale yourself", "unlock", "streamline". She has publicly ridiculed at least two of those.

Part 2 • Where Quotaflow Fits, Per Person

Mapping uses the Quotaflow capabilities described in your earlier brief: multi-segment comp plan support across SMB, mid-market and enterprise; same-day commission visibility for reps; and removing manual spreadsheet rebuilds for finance.

Stevie Case • open here

What she said	Your angle
"I won't hire below a 4:1 quota-to-OTE ratio, and attainment is binary, not a range"	She already models coverage and attainment deliberately. Open on how she holds that ratio consistent across segments as plans diverge, rather than explaining why comp design matters.
Kelly Bray now leads Sales, SDR and Account Management, giving "one consistent sales motion across the business"	Merging new logo and expansion under one leader forces a comp plan redesign: credit splits, expansion versus new-logo weighting, overlay treatment. That redesign is happening right now and it is painful in spreadsheets.
AI value is capacity, not headcount reduction	Never pitch Quotaflow as replacing a comp analyst. Frame it as rep capacity, faster cycles and less time reconciling, in her own four categories.
Four failure modes of adding sales capacity, including "absent sufficient supporting resources"	Same-day commission visibility is a supporting resource during fast ramp. Vanta hired 80–90 SDRs in 100 days; new reps who cannot see earned commission churn faster.
Hiring a VP of Success & Services to build Professional Services from the ground up	A new services org needs its own comp and utilization model that does not fit the core quota structure. This is a second plan, arriving soon.
"thinks in programs rather than one off heroics"	Her words for systematized over ad hoc. Use them.

John McCauley • the economic buyer

What he said or shows	Your angle
Hiring an FP&A leader for "building financial infrastructure" past $300M ARR	This is the budget line and the sponsor. Time outreach to land alongside that hire, and offer to help scope the commission piece of that infrastructure.
Sarbanes-Oxley is his most endorsed skill; he ran Seismic through Series E, F and G and has IPO-track experience	Auditable, systematized commission calculation is a SOX-readiness and audit-defensibility argument, not a sales-ops convenience. That is the version of the pitch that reaches a CFO.
"We are quickly moving from the exploration phase to value rationalization"	Lead with payback and the specific process replaced. Hours per close cycle, headcount-hours reclaimed in finance, error rate on statements. Capability-led pitches land in the wrong phase.

What he said or shows	Your angle
Owned IT and Information Security at both Seismic and Calendly	Have SOC 2, data handling and access controls ready for the first call. You are selling to a compliance company, so the security bar is higher than normal.
4 months into the seat, replacing a CFO who had been there since 2023	New CFOs replace inherited spreadsheet processes in their first two to three quarters. That window is open now and closes.
"Vanta's Trust Graph = Effective Agents"	His compression of the equity story. Continuous verification beating periodic snapshots is a frame he already holds, and commissions map onto it cleanly.

Christina Cacioppo • narrative only

- She is not the buyer for a commission platform and approaching her directly would likely route you back down to Case anyway.
- Her core public argument is that continuous, real-time verification beats point-in-time snapshots. Commission visibility follows exactly the same logic: reps see earned commission when the deal closes rather than after a periodic reconciliation. Mirroring that structure in outreach to Case or McCauley signals you have read the company properly.
- Her stated buyer split is useful context: the experience for a startup founder differs sharply from the experience for an enterprise CISO. That segmentation is the reason Vanta needs distinct comp plans per segment.
- Avoid her buzzword blacklist. She has publicly mocked "scale yourself" and "build in an AI native way".

Part 3 • Prior Research

Consolidated from the two PDFs you attached: the Account Intelligence & Quotaflow Fit Brief and the Executive Leadership Deep Dive, both dated 2 September 2026. Kept here so everything lives in one place.

Company snapshot

- San Francisco headquartered trust-management and compliance-automation platform covering SOC 2, ISO 27001, HIPAA, GDPR and 35+ frameworks, now repositioning as an "Agentic Trust Platform" spanning compliance, third-party risk, audits, questionnaires, Trust Centers and privacy.
- Founded 2018 by CEO Christina Cacioppo out of Y Combinator. Remote-first with hubs in San Francisco, New York, Dublin, London and Sydney. Headcount estimated 1,000–1,500.
- $504M raised in total. Most recent round was a $150M Series D in July 2025 at a $4.15B valuation, up 69% year over year, led by Wellington Management with Sequoia, Goldman Sachs Alternatives, J.P. Morgan, Craft Ventures, Y Combinator, Atlassian Ventures and CrowdStrike Ventures.
- Crossed $300M+ ARR in April 2026, growing 63% year over year, with 16,000+ customers including Snowflake, GitHub, Atlassian, Ramp, Cursor, Harvey and Duolingo. Net revenue retention above 100% and rising for two straight years. ARR per customer has risen from roughly $17K to $19K.

Strategic priorities for 2026

#	Priority	Evidence
1	Agentic AI as the product core. The Vanta Agent and Trust Graph now drive growth rather than compliance checklists.	Cacioppo: "AI is reshaping how companies build, sell, and prove they can be trusted… our growth has accelerated after its rollout." Agent daily users up 253% in three quarters.
2	Multi-product trust platform expansion beyond SOC 2 into third-party and vendor risk, privacy (GDPR/DPIA) and customer contract obligations.	Cacioppo: "the most sustainable companies are multi-product earlier in their journey."
3	Enterprise and upmarket expansion, moving from startup and SMB roots to CISO-led enterprise buyers with a distinct motion per segment.	CPO Epling openly debates "how much we’re investing in downmarket vs upmarket."
4	Public sector and FedRAMP push, with a federal buying motion via Carahsoft distribution.	FedRAMP 20x Moderate authorization April 2026; Class C cert with Carahsoft July 2026.
5	International expansion in EMEA and APAC. New London HQ (March 2026), Sydney HQ (October 2025) and a Sydney data center.	Chris Sander, VP Sales EMEA: "London is our acceleration lane."
6	Institutionalizing finance ahead of a possible IPO.	McCauley "brings the financial and operational depth we need for our next chapter of growth." Cacioppo on enduring companies

#	Priority	Evidence
		becoming "public companies at some point."

Competitive landscape

- CNBC names Drata, OneTrust and AuditBoard as direct competitors. The Forrester Wave for GRC Platforms in Q2 2026 named Vanta a Leader alongside Optro (formerly AuditBoard), Diligent and LogicGate.
- **Drata is the closest scaled rival.** Vanta wins in mid-market, with roughly twice Drata's mid-market footprint and stronger mid-market logo retention (85–90% vs 75–80%). Drata has overtaken Vanta in enterprise (45 vs 31 observed enterprise customers) and rates higher on G2 overall (4.7 vs 4.6) and on support quality (9.5 vs 8.9).
- Sprinto is the fastest-growing challenger, with mid-market adoption up 233% since May 2025, though still small in absolute terms. Secureframe has plateaued. AI-native newcomers Delve and Comp AI are creating low-end displacement pressure, enough that Vanta now runs a defensive "Vanta vs Drata vs Delve" comparison page.
- **Where Vanta loses deals:** pricing and renewal transparency, described by one review site as the single most consistent complaint across G2 and Reddit; rigid contract terms including two-year lock-ins; post-sale support responsiveness; and automation depth for custom or on-premise environments, at 70–80% coverage for cloud-native versus 50–60% for custom stacks.

Recent developments

- Leadership: David Eckstein departed January 2026 and John McCauley joined June 2026. Sarah Scharf was named CMO on 12 August 2026, succeeding Scott Holden. Stevie Case and CPO Jeremy Epling remain in seat. There is no named CTO or COO; engineering rolls up under the CPO.
- Acquisition: Riskey, an Israeli third and fourth-party risk monitoring company, announced July 2025 and now embedded in Vanta VRM. Cacioppo has flagged openness to further adjacent acquisitions.
- Product launches: Agentic Trust Platform, Vanta AI Agent 2.0, Organizations Center, Risk Graph and Customer Commitments (November 2025); MCP server public preview and FedRAMP 20x Moderate authorization (April 2026); Vanta Privacy (May 2026); Vanta Agent for Risk (June 2026).
- GTM scaling: Case has said the sales org hired 80–90 SDRs in 100 days while other companies were cutting sales headcount.

Leadership map

Person	Role	Note
Christina Cacioppo	CEO & Co-founder	CFO, CMO and CPO all report directly to her.
Jeremy Epling	Chief Product Officer	Owns product, design and engineering. Ex-GitHub VP Product for Actions, Codespaces, npm and Packages.
Stevie Case	Chief Revenue Officer	Whole GTM org: sales, post-sales, revenue operations, and public sector rolls up through her.
John McCauley	Chief Financial Officer	Joined June 2026. Finance and accounting, with press

Person	Role	Note
		signalling broader operational latitude.
Sarah Scharf	Chief Marketing Officer	Named 12 Aug 2026. Owns all of marketing. Joined Vanta in 2020 as its first product marketer.
Kelly Bray	SVP, Global Sales	Promoted Aug 2026. Now leads Sales, SDR and Account Management.
Chris Sander	VP Sales EMEA	Since April 2026. Owns UK and Dublin build-out.
Morgan Kaplan	Head of Public Sector	Reports into Case's org. Ex-Palantir senior policy lead.
Iccha Sethi	SVP of Engineering	Since January 2026. Closest thing to a head of engineering; there is no CTO.
Ian Spain	General Counsel	Since October 2025.
Stephanie Zau	Head of People	Since April 2026. There is no CHRO or Chief People Officer.
Jonathon Coleman	General Manager, APJ	Status ambiguous. See open items.

Vacant or non-existent roles as of September 2026: CTO, COO, Chief AI Officer, CHRO, and CISO. The CISO seat has been unannounced since Jadee Hanson departed in June 2026; the most senior named security leader found is Nathan Hunstad, Director of Security.

Executive quotes from the prior pass

Christina Cacioppo

> *"In a long view of technology history, the most sustainable companies are multi-product earlier in their journey."*
>
> Forbes
>
> *"The goal is the long-term sustainable company versus the day of confetti."*
>
> Fortune, on an IPO
>
> *"Upmarket, especially when I'm talking to an engineer, it's more Datadog for your compliance controls... I want real-time dashboards and visibility, and deviations, and auto-remediation."*
>
> Podcast, March 2026
>
> *"Trust isn't a compliance exercise. It's a growth strategy."*
>
> VantaCon UK 2026

Stevie Case

> *"Execution is the only moat. Nobody cares if you were first."*
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> GTMnow, GTM 158
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> *"In 2028, CROs will need to be systems-first instead of human capacity-first... And I think less than 10% of current CROs are capable of making that transition."*

> First Round Review, Executive Function
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> *"We're rebuilding Revenue Operations at Vanta to look less like a service team and more like a product team… AI as a first-class primitive, not an add-on… The goal isn't 'better reporting.' It's compounding revenue efficiency at scale."*
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> LinkedIn
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> *"It was 100% inbound, not using CRM in a meaningful way, no forecast cadence… The vibes were high but the structure was not really existing yet."*
>
> GTMnow, on what she inherited
>
> *"We created a competitive takeout squad and they weren't on quotas, they were just on a takeout target… called them the CIA, the Competitive Intelligence Agency."*
>
> GTMnow

John McCauley

> *"Vanta sits at the center of one of the most important shifts happening in software right now… Vanta has built a category-defining platform with enormous market opportunity ahead."*
>
> BusinessWire, appointment release

Jeremy Epling, CPO

> *"[We're] debating big strategy trade-offs around how much we're investing in our downmarket business versus our upmarket business."*
>
> First Round Review

Part 4 • Open Items Before Outreach

1. Does Vanta already run a commission tool? Neither research pass established this. It is the first thing to find out and it is answerable from job postings, a G2 or Reddit search, or a RevOps contact. Vanta uses Ashby for recruiting, which suggests a modern tooling posture generally.
2. Who owns RevOps under Case? She has written about "rebuilding Revenue Operations at Vanta to look less like a service team and more like a product team", but no named RevOps leader surfaced in either pass. That person is likely the real evaluator and the one who feels the spreadsheet pain daily.
3. Verify quotaflow.io before you send anything. The earlier research pass noted that the URL resolved to unrelated content when fetched. Check it resolves correctly before it appears in an email to this account.
4. Jonathon Coleman's status as GM APJ. His LinkedIn Vanta role reads May 2022 to April 2026 while Vanta remains his listed current employer, and no successor was announced. Confirm before referencing APAC leadership.
5. Christina Cacioppo's start date. LinkedIn says June 2017, press says the company was founded in 2018. Minor, but do not quote a founding year at her.
6. McCauley's ServiceNow history. Real but not visible on his profile. Do not cite dates or revenue figures from it without a second source.

Suggested sequence

Start with Stevie Case. She is the most publicly legible, you share 644 mutual connections, she replies to comments on her own posts, and she has handed you an explicit comp philosophy to open on.

Bring in John McCauley once there is a business case with a payback number. His FP&A hire is the budget event and his SOX instinct is the language that makes commission tooling a finance priority rather than a sales-ops preference.

Leave Christina Cacioppo alone as a target. Use her vocabulary, not her calendar.

Sources: LinkedIn profiles and activity pages for Stevie Case, John McCauley, Christina Cacioppo and David Eckstein, read 2 September 2026. Prior research from Vanta — Account Intelligence & Quotaflow Fit Brief and Vanta — Executive Leadership Deep Dive, both attached by Haris and dated 2 September 2026.