

AAH, MONSTER!

PERSONAL BRAND AUDIT • 48H ASYNCHRONOUS TEARDOWN

CLIENT (ANONYMIZED)

Alex D.
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TARGET AUDIENCE

Enterprise VP of Eng, CTOs
\$20M-\$100M ARR Scale

AUDITED BY

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POSITIONING SCORE

3.5 / 10

High ambiguity • Low inbound

CORE BOTTLENECK

Company-Shielding

Hiding behind product features

MARKET PERCEPTION

Commodity DevTool

Lost in noisy cloud ecosystem

INVISIBLE.

MOST PERSONAL BRANDS ARE QUIETLY FORGETTABLE.

You have built a telemetry engine with \$1.4M ARR and top-tier seed backing. Yet on LinkedIn and in executive circles, you are virtually invisible. When an Enterprise CTO looks you up after a sales pitch, your profile reads like an unpaid product catalog, not an authoritative category leader.

The Core Asymmetry: Your software saves engineering teams 40 hours per month on incident triage. But your personal positioning makes you look like a junior engineer begging for feature upvotes. Enterprise buyers do not buy mission-critical infrastructure from polite tool-builders. They buy from founders who clearly diagnose their bleeding operational fires.

"The gap between what you have built and what your online presence signals costs real enterprise deals, real partnerships, and unrecoverable pipeline."

THE KILLERS.

THREE FLAMES SUFFOCATING YOUR PIPELINE.

KILLER 01 THE "FEATURE SOUP" HEADLINE TRAP

Current Headline: *"Founder & CEO at TelemetryHQ | Building next-gen eBPF observability | Ex-Google | Cloud Native Enthusiast | Open Source Contributor | Speaker"*

The Diagnosis: You crammed six disconnected identities into one line. When you claim to be everything, the enterprise buyer remembers nothing. A VP of Engineering does not care that you are a "Cloud Native Enthusiast". They want to know what expensive fire you extinguish in their stack.

KILLER 02 COMPANY-SHIELDING SYNDROME

The Diagnosis: Every post you publish uses "We" instead of "I". You post links with headlines like *"Check out our latest release on kernel tracepoints"*. In B2B tech, corporate pages get algorithmic penalties and zero emotional engagement. People follow founders with convictions, not corporate megaphones.

KILLER 03 ALGORITHMIC POLITENESS & ZERO POLARIZATION

The Diagnosis: Your content is so polite and consensus-driven that it looks generated by generic AI. You celebrate funding rounds, thank event organizers, and praise industry trends. You take zero risks. Authority is forged at the edge of controversy: what does your entire industry get completely wrong that you know to be true?

POSITIONING SHIFT // WHERE YOU STAND VS. WHERE YOU MUST MOVE

CURRENT (COMMODITY)

- Headline reads like a keyword resume
- Content is 90% product announcements
- Passive tone; waiting for prospects to stumble in
- Perceived as one of 40 observability tools

TARGET (CATEGORY AUTHORITY)

- ✓ Headline states 1 sharp commercial claim
- ✓ Content exposes operational failures in telemetry
- ✓ Direct, contrarian stance on Datadog bill bloat
- ✓ Perceived as the definitive eBPF efficiency expert

THE SPEAR.

THE REVISED NARRATIVE ANGLE.

Your new positioning centers on one undeniable enemy: **The Silent Tax of Observability Bloat**. Instead of competing on technical jargon, you plant your flag as the builder who liberates engineering budgets from legacy monitoring extortion.

REVISED HEADLINE [COPY & PASTE READY]

Cutting 70% of observability cost without dropping a single trace.

Founder & CEO @ TelemetryHQ • 12 yrs in distributed systems • Writing about the end of bloated APM bills.

REVISED ABOUT SECTION [HOOK & PIVOT EXCERPT]

Every VP of Engineering I speak with has the exact same nightmare: their Datadog invoice grew 4x faster than their revenue.

They know half of their collected metrics are never queried. But they are terrified to turn off agents because the next production outage might happen in the dark.

I spent 6 years at Google and built infrastructure handling 2M requests/sec. I started TelemetryHQ because legacy APM pricing is broken by design: you are penalized for growing your infrastructure.

Here is what we do differently: we use kernel-level eBPF instrumentation to filter, aggregate, and route high-fidelity traces at the edge. You get instant root-cause diagnosis at one-third of the storage cost.

If your team is spending more time debating cloud monitoring invoices than shipping product, send me a DM or check our open-source benchmarks below.

THE PLAN.

THE MONDAY MORNING SPRINT.

THE 3 EDITORIAL CONTENT PILLARS

PILLAR 01 Invoice Autopsy	Deconstruct real, anonymized AWS and Datadog bills. Show where the hidden 300% markup sits. Signals: <i>Financial empathy and deep architectural mastery.</i>
PILLAR 02 The Kernel Truth	Bite-sized visual explainers of eBPF vs legacy user-space agents. Zero marketing jargon. Signals: <i>Unassailable founder competence and engineering depth.</i>
PILLAR 03 Outage Post-Mortems	Dissect major public cloud outages and explain exactly why traditional dashboards failed. Signals: <i>Urgent industry relevance and real-world survival skills.</i>

IMMEDIATE ACTION ROADMAP

STEP 1 (15M)	Deploy the new Headline & About section directly to your LinkedIn profile. Purge the laundry list of generic titles.
STEP 2 (30M)	Update your Featured links. Swap out the generic homepage link for your architectural benchmark PDF and your top technical post.
STEP 3 (60M)	Draft your first 'Invoice Autopsy' post. Take an unapologetic stance on cloud monitoring costs and pin it to your profile.

READY FOR THE FULL TRANSFORMATION?

The Brand Audit diagnoses what is broken. If you want the complete brand OS, full profile rewrite, and 30 ready-to-publish executive posts in your voice, see [The Monster Job \(€2,500\)](#) or the [Brand Positioning Sprint \(€499\)](#) at [aah.monster](#).

DELIVERED ASYNCHRONOUSLY IN 48 HOURS

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VERIFIED AUDIT