

Contact

www.linkedin.com/in/stuartbalcombe (LinkedIn)
www.stuartbalcombe.com/
(Personal)

Top Skills

Entrepreneurship
User Experience Design
JavaScript

Languages

English (Native or Bilingual)
French (Elementary)

Stuart Balcombe

Head of Growth @ Arrows, the collaborative customer onboarding tool connected to HubSpot.

Greater Philadelphia

Summary

In 2016, one night changed the way I viewed my career.

At the Intercom World Tour, then-Director of Growth Ben McRedmond shared his concern with the popular definition of growth. To him, growth should be a function of helping customers make progress in their lives.

I still think about that line, even years later.

Now, I'm joining Arrows to help companies make their customers successful starting with better onboarding.

Above all else I believe that understanding people is the key to sustainable growth and that putting customers before metrics will ultimately win.

Send me a DM and let's connect

Experience

Arrows

2 years 5 months

Head of Growth

February 2023 - Present (1 year 2 months)

Arrows: Collaborative onboarding plans that drive action. Built for teams running their internal processes in HubSpot.

stuart@arrows.to

<https://arrows.to/demo>

Product Marketer

November 2021 - February 2023 (1 year 4 months)

HubSpot Super Admin
Sprocketeer
April 2022 - Present (2 years)

Procket
Co-Founder
November 2020 - May 2023 (2 years 7 months)

Procket helps busy founders and marketing teams get more mileage from their content.

Discovery Sprints
Owner
August 2019 - November 2021 (2 years 4 months)

Customer Discovery Sprints helps founders understand their customers and validate their riskiest product assumptions BEFORE wasting time and money building software no one uses.

PaymentLink
Co-Founder
January 2018 - November 2020 (2 years 11 months)

PaymentLink makes it simple and secure for busy client service businesses to get paid online. Securely process one-time and recurring payments and integrate them with your existing client workflows and business processes.

ConsultDirect Inc.
VP Product Management
May 2018 - August 2019 (1 year 4 months)
Washington D.C. Metro Area

ConsultDirect pairs top independent talent with leading organizations. We empower consultants to grow independently by providing business infrastructure while facilitating meaningful connections between driven individuals and the organizations that engage them.

Association of Young Americans
Director of Product
January 2018 - April 2018 (4 months)

The Association of Young Americans (AYA) is a non-partisan membership organization dedicated to helping 80 million Americans between the ages of 18 and 35 create the future they want.

Sail

Director of Product

April 2017 - January 2018 (10 months)

Philadelphia, Pennsylvania

Sail (letsail.co) is a payments solution with everything freelancers need to provide exceptional payment experiences for their clients and get paid fast.

Compass - Easy Professional Websites

8 months

Director of Product

February 2017 - April 2017 (3 months)

Philadelphia, Pennsylvania

Compass is freelance web design marketplace, connecting hundreds of small business owners with web dozens of web designers while automating project management aspects of web design projects.

Director of Growth

September 2016 - February 2017 (6 months)

Philadelphia, Pennsylvania

Betaspring

1 year 7 months

Growth Team Lead

April 2015 - June 2016 (1 year 3 months)

Providence, Rhode Island Area

RevUp by Betaspring is the first accelerator for “revenue-first” companies—ventures where growth through revenue is the primary goal. RevUp companies receive focused support, \$75,000 in cash, and intensive three-month program focused on increasing customer acquisition and revenue.

Growth Marketer

December 2014 - April 2015 (5 months)

Providence, Rhode Island Area

- Designed, implemented and analyzed rapid cycle Facebook ad campaigns.
- Leveraged Facebook Pixels to retarget visitors and reduce costs per action.

Education

Johnson & Wales University

Bachelor of Science (B.S.), International Business · (2014 - 2015)

