

# Case Study: Keziah Wonstolen, CEO



## Challenge

Keziah Wonstolen, CEO of Vannin—a firm specializing in Chief of Staff searches, fractional Chief of Staff placements, and Chief of Staff coaching—recognized that her company had a unique story. Vannin was one of the first entries into the Chief of Staff industry and had developed a deep understanding of the ecosystem. Collectively, the team had over 40 years of Chief-of-Staff experience. Because of this, Keziah wanted to position Vannin as the most experienced player in the market and saw LinkedIn as the ideal channel to reach her target audience: CEOs.

Keziah needed to find a way to leverage her larger personal LinkedIn network to attract executives to her business and build her reputation as an expert in Chief of Staff talent but she struggled to do it effectively.

Her team initially invested in Vannin's LinkedIn company page and then shifted to Keziah's personal page to expand. Keziah worked with two marketing agencies, but neither could deliver the business-centric thought leadership she sought.

Frustrated, Keziah took on the task herself but quickly realized it was an inefficient use of her time.

Then, Keziah met Executive Presence (EP) CEO Justin Nassiri in a CEO networking group. He explained how EP was helping other CEOs build personal brands on LinkedIn in a much more time-efficient way.

**“The least productive way for a CEO to spend their time is writing a bunch of content on a Sunday night.”**

## EP Engagement

Keziah signed up for Executive Presence's Spokesperson service to help her develop a content strategy and produce regular thought leadership content on LinkedIn.

### **1) The onboarding experience:**

Although Keziah had clear ideas about Vannin's messaging, she was less certain about how to communicate this through her personal brand. The onboarding process helped her clarify exactly what she wanted Vannin—and herself—to be known for. For instance, she wanted to highlight how her team brings a consulting perspective to the Chief of Staff role, differentiating Vannin from competitors. It was also essential that her thought leadership appealed to a broad CEO audience

***“The onboarding experience was excellent. It helped me reflect on how I wanted to experiment with my voice and thought leadership. It also brought up impactful details I hadn't considered before like alerting my shareholders that I would be increasing my LinkedIn activity.”***

## 2) Monthly interviews and content creation:

Using the initial content strategy as a guide, Keziah's engagement manager (EM) structured monthly conversations to highlight her consultative approach to the Chief of Staff model. Keziah quickly saw that the interview process was more than a typical Q&A session; the EM was a sophisticated thought partner who could tease out her expertise and refine her thought leadership content for LinkedIn posts.

***“From the first day, my engagement manager just got it—she understood the nuances of our business structure and business language. She was good at asking me relevant questions that drew out content that was immediately usable.”***

## 3) Engaging the target audience:

As part of her EP service, Keziah received monthly KPI reports and quarterly strategic reviews with deeper post performance analysis. The analytics were a window into the content themes and post formats that resonated best with her target audience. Using these data insights, EP continuously refined the focus of Keziah's interviews and the messaging in posts to optimize for audience engagement.

***“The focus on data has not only influenced my LinkedIn strategy, it has influenced what I lean into in speaking engagements.”***

Focusing on content that resonated with Keziah's executive audience quickly paid off.

Within the first few months of her service, EP helped Keziah craft a post about how her team tests a Chief of Staff's EQ by presenting a business case involving a merger of two companies with vastly different cultures and assessing how the candidate plans to address potential cultural misalignments.

The post was a viral hit garnering over **700,000 views, 132 comments, and nearly 4,000 likes**. More importantly, it **tripled Vannin's sales pipeline** immediately, with one lead converting into a **300K contract**.

**“Executive Presence pays for itself in one conversion.”**



108%  
follower growth

1,208,259  
post views

“Everything I do with Executive Presence feels so dialed in. There’s just an attention to detail about how we’re converting our time to value.”

In 2023, LinkedIn-generated leads accounted for

15% of Vannin’s overall revenue.

## Results

**Keziah’s partnership with Executive Presence has delivered significant results.** In 2023, LinkedIn-generated leads accounted for 15% of Vannin’s overall revenue. The momentum continued in 2024. In Q1, three of the company’s largest deals came from LinkedIn-generated leads.

Beyond revenue, Keziah experienced a significant increase in visibility. In her first year as an EP client, her posts received 1,208,259 views and her follower count grew 108%. Moreover, people in her local business community began recognizing her from LinkedIn, acknowledging her as a leading expert in Chief of Staff talent.

The success of her LinkedIn presence inspired Keziah to expand her use of Executive Presence services, adding articles and case studies to her strategy.

Work with us.

[hello@executivepresence.io](mailto:hello@executivepresence.io)

250 Fillmore St,  
Denver, CO 80206