

Job boards do **NOT** work for high-level leadership positions. Instead...

BOOST YOUR BRAND, BUILD AN ELITE NETWORK, AND CONNECT WITH STAKEHOLDERS DIRECTLY TO

Land Your Next €250-500k+ Leadership Job

Join CTOs who worked with CareerCrackers to build an elite network, attract top career opportunities, and **maximize their earning potential:**



Cagdas Ucar
CTO, California, USA



Asif Sabir
CTO, eCommerce, UAE



Martin Rusnak
Interim CTO, Germany



Stanislav Komanec
CTO, TravelTech, Czechia



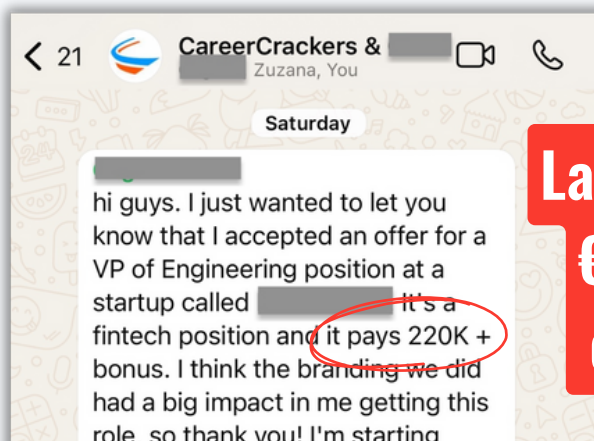
Karol Galanciak
CTO, High-Tech, Poland



Francois du Plessis
Fractional CTO, UAE



Martin Dobis, CTO,
CleanTech startup, Slovakia



**Land your next
€200-500k
dream job!**

We help engineering leaders advance their careers. Book a free [strategy call here](#).



The best jobs are not advertised on job boards

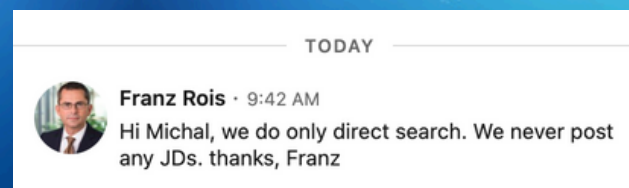
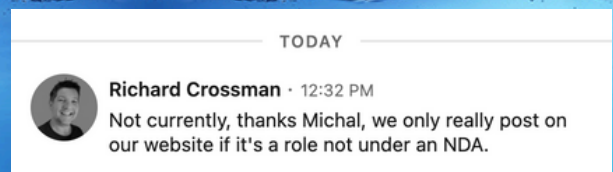
High-profile jobs are filled long before HR gets to know about them, and you're likely to be ghosted if you apply.

Job Postings

Networking

Headhunters

Internal referrals



If you'd like to maximize your total compensation, the best way to land a TOP job is to be positioned as a very valuable candidate for a small number of target companies.

of companies





Meet the expert, **Michal Juhas**, who has been helping engineering leaders thrive since 2020:

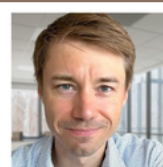


High-impact 1-on-1 Coaching Sessions with Michal Juhas

MICHAL JUHAS, founder of CareerCrackers, and Lead Career Consultant:

- **Ex-CTO** in a fast-growing high-tech startup, raised \$11m, \$75m+ in revenues w/95 FTEs.
- Co-founded Tech Recruitment Academy and trained **5,000+** tech recruiters
- Headhunter and IT recruiter since 2018 with **100+** successful hires
- Author of the popular **IT Recruiter Mind Maps**
- Published **140+** podcast episodes
- Published **450+** YouTube videos & webinars
- **4.8 rating** on Trustpilot (195+ reviews)
- **1,500+ reviews** on Udemy (the first personal branding course released in **2017**)
- **70,000+ followers** on LinkedIn and YouTube

★ Trustpilot

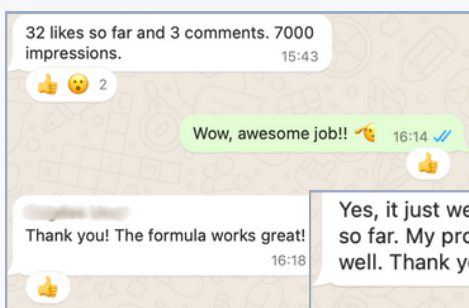


Michal Juhas - Recruiting, Training & Coaching

Reviews 195 • Excellent



- ✓ Focus on the IT industry: **20+ years**
- ✓ Recruiting experience: **6+ years**
- ✓ Career coaching experience: **4+ years**



Learn more about Michal
michaljuhas.com - [LinkedIn](#) - [YouTube](#)

Udemy

INSTRUCTOR

Michal Juhas

CTO Recruiter, Career Coach, Trainer

Total students
32,839

Reviews
1,525



★★★★★
TRUSTED



Why Top CTOs Work With Us

Because job boards don't work. We help you unlock hidden roles, connect directly with decision-makers, and become the CTO everyone wants to hire — without wasting time on outdated tactics.



1. Unlock Hidden Job Opportunities

80% of executive roles are never posted online. Learn how to identify them, build insider relationships, and use targeted outreach to land opportunities.



2. Never Waste Time on Job Boards Again

Stop applying and getting ghosted. Strategic networking and personal branding put you in front of the right people, without applying.



3. Connect with Decision-Makers

Forget HR filters and automated rejections. We show you how to start direct conversations with CEOs, CTOs, and leaders who make the hiring calls.



4. Get Noticed by Executive Recruiters

With the right LinkedIn positioning, recruiters and hiring managers start coming to you with roles that match your ambitions.



5. Activate Your Network

You already know people who can open doors. We help you reconnect with tailored messaging that sparks referrals and real opportunities.



6. Stand Out in a Crowded Market

Thousands of tech leaders are looking. We help you rise above with expert positioning, personal branding, and messaging that sticks.





Proven Step-by-Step Method

Follow our proven step-by-step framework that CTOs and engineering leaders from the UK, US, UAE, and Western Europe used since 2020:



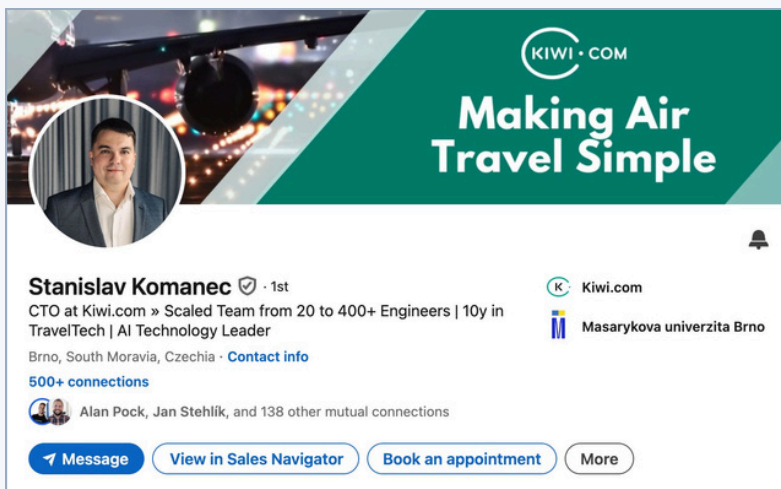
You'll find a breakdown of these steps on the following pages.




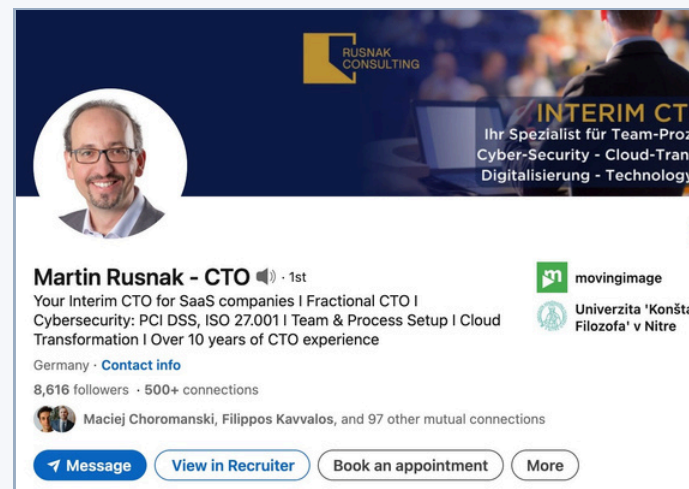
STEP 1


Positioning And Top 1% Branding

Define and communicate your unique value as a CTO to stand out as a top 1% candidate in any leadership search.



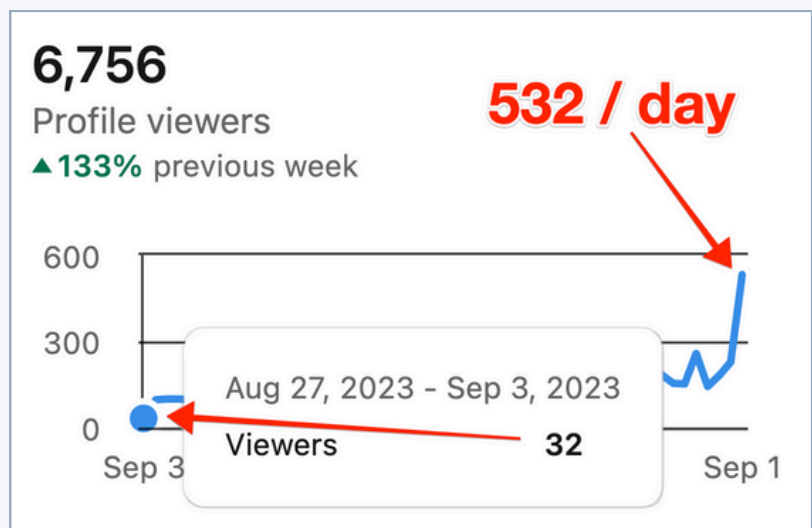
Stanislav Komanec  1st
CTO at Kiwi.com » Scaled Team from 20 to 400+ Engineers | 10y in TravelTech | AI Technology Leader
Brno, South Moravia, Czechia · [Contact info](#)
500+ connections
Alan Pock, Jan Stehlik, and 138 other mutual connections
[Message](#) [View in Sales Navigator](#) [Book an appointment](#) [More](#)



Martin Rusnak - CTO  1st
Your Interim CTO for SaaS companies | Fractional CTO | Cybersecurity: PCI DSS, ISO 27.001 | Team & Process Setup | Cloud Transformation | Over 10 years of CTO experience
Germany · [Contact info](#)
8,616 followers · 500+ connections
Maciej Choromanski, Filippos Kavvalos, and 97 other mutual connections
[Message](#) [View in Recruiter](#) [Book an appointment](#) [More](#)

About

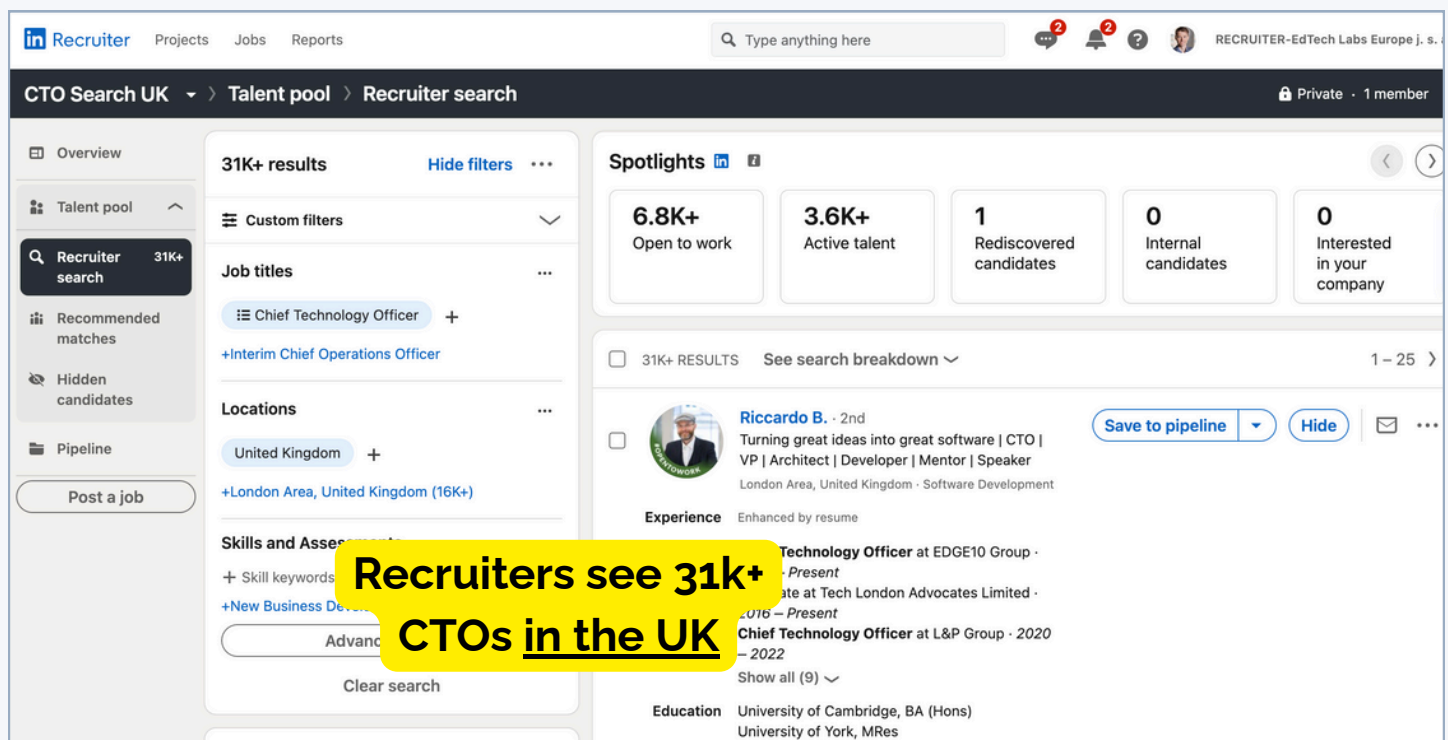
As CTO at Kiwi.com, a TravelTech scale-up, I lead a department of **400+ engineers** and IT professionals, driving innovation and large-scale technology operations. Our B2C product helps 70,000+ people travel every day. Our technology platform handles **130m+ searches** per day, and our scalable architecture updates **50m+ flight prices** per day, processing 570,000+ writes per second....
...see more



**STEP 2**

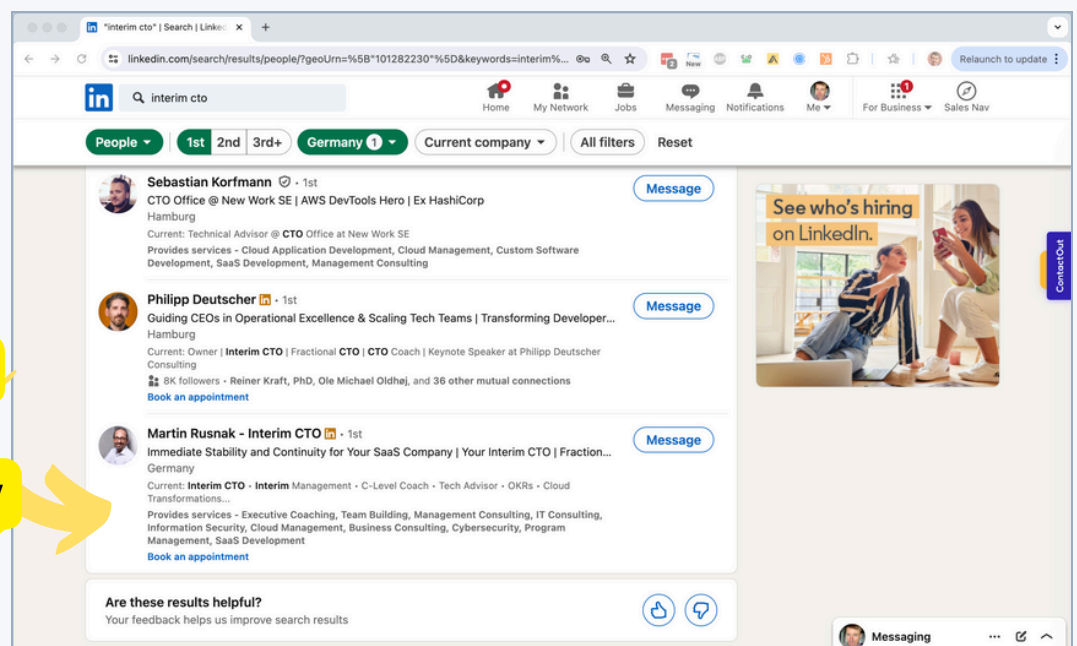
LinkedIn Recruiter Keyword Tuning

Optimize your profile with high-impact keywords so executive recruiters and hiring managers can find you instantly.



The screenshot shows the LinkedIn Recruiter interface. On the left, a sidebar contains navigation options: Overview, Talent pool, Recruiter search (selected), Recommended matches, Hidden candidates, and Pipeline. The main search results area shows '31K+ results' for the search 'CTO Search UK'. A yellow callout box with the text 'Recruiters see 31k+ CTOs in the UK' is overlaid on the results. The results list includes job titles like 'Chief Technology Officer' and 'Interim Chief Operations Officer', and locations like 'United Kingdom' and 'London Area, United Kingdom (16K+)'. A 'Spotlights' section on the right shows statistics: 6.8K+ Open to work, 3.6K+ Active talent, 1 Rediscovered candidates, 0 Internal candidates, and 0 Interested in your company. Below this, a profile for Riccardo B. is visible, showing his experience as a CTO and his education at the University of Cambridge and University of York.

Increase your chances of being found by headhunters



The screenshot shows a LinkedIn search for 'interim cto'. The search results are filtered by 'People' and 'Germany'. Three profiles are visible: Sebastian Korfmann (CTO Office @ New Work SE), Philipp Deutscher (Guiding CEOs in Operational Excellence & Scaling Tech Teams), and Martin Rusnak (Interim CTO). Each profile has a 'Message' button. A yellow callout box with the text 'Increase your chances of being found by headhunters' is overlaid on the left side of the search results. A 'See who's hiring on LinkedIn' banner is visible on the right side of the search results.



STEP 3

Credibility Boost Through Content

Publish strategic content that positions you as a credible, visible, and in-demand technology leader.

Karol Galanciak
CTO & Co-Founder at Smily, formerly BookingSync | Helping you master Tech Leadership

Featured

Article

Beyond the Engineering: How Tech Executives Can...
Karol Galanciak on LinkedIn
In the previous article, I focused on technical debt as a crucial concept not merely in the engineering domain but in

Article

Beyond the Engineering: The Business Risks of Ignoring...
Karol Galanciak on LinkedIn
As technology companies continue to deliver innovative products, often on very tight deadlines and with limited

Yes, it just went crazy. 47k impressions so far. My profile views is going up as well. Thank you!

17:25

Wow 17:37 ✓

\$500k CTO Podcast
From Full-Time Leader to Fractional CTO: How To Transition Effectively

Michal Juhas Philipp Deutscher

Michal Juhas Philipp Deutscher
Interim & Fractional CTO

Previously live

deed. Your forever people platform

Michal Juhas Ivan Valev

Karol Galanciak Stanislav Komanec

Michal Juhas • You
Most Connected CTO Recruiter, Headhunter & Career Coach ♦ TopCTORecruiter.co...
[Book an appointment](#)
1mo •

Join us for a LinkedIn Live session on Avoiding the top 3 mistakes when building remote tech teams! Our expert panel, featuring [Ivan Valev](#) from [Deel](#), and CTOs [Stanislav Komanec](#) from [Kiwi.com](#) and [Karol Galanciak](#) from [Smily, formerly BookingSync](#), will share critical insights and proven strategies to help your remote teams thrive. Don't miss out on this opportunity—mark your calendar and gain valuable knowledge!

👍👍 Marina Vishnyakova Nazarenko and 20 others 7 comments • 9 reposts

Reactions

+12

Martin Rusnak - Interim CTO (He/Him) • 1st
Your CTO has left the company? Important projects and day-to-day busi...
[Book an appointment](#)
3mo •

I was a guest in [The \\$500k CTO Podcast](#) and shared my insights. Thank you [Michal Juhas](#) for a great conversation. Stay tuned for the release of the podcast.

Michal Juhas • You
Most Connected CTO Recruiter, Headhunter & Career Coach ♦ TopCTORe...
3mo • Edited •

★[Martin Rusnak - Interim CTO](#) joined [The \\$500k CTO Podcast](#) as a VIP guest on Friday. He's worked as an interim or fractional CTO for 15 (!) SaaS companies and shared lots of interesting insights about:

\$500k CTO Podcast
A-Players Attract A-Players

👍👍 Sambid Ghimire and 27 others 1 comment

Reactions

+20



Wed, 25 Sep

Hi [REDACTED],

Seeking Chief Technology Officer for one of the hottest global AI companies. Client is revolutionizing the travel industry, they are enjoying hyper-growth.

best funded company in market sector
\$100M+ ARR
growing 100% YoY

Backed by prestigious firms like WestCap and BlackRock, with recent massive up-round.

Client is in hyper-growth and needs an amazing top industry CTO to help bring the company to the next level by building and implementing mission-critical systems and products in Fortune 500 companies.

Let's set up some time for us to learn more about you and your ultimate career objectives.

[REDACTED] - only agile, science-based search firm, 4x Forbes Midas list, delivering above all competition in half the time.

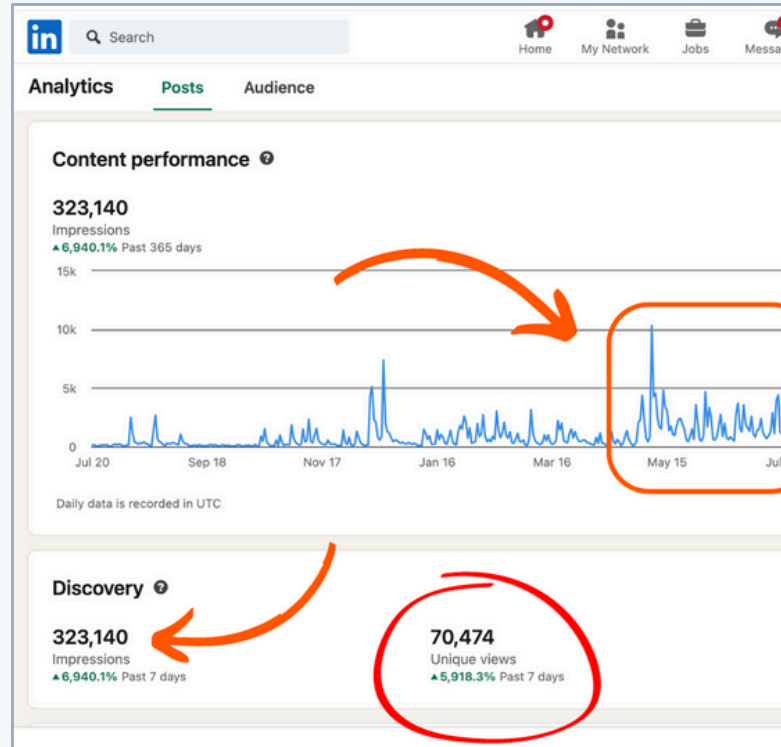
Best,
[REDACTED]

13:50

tak ako sme dovolali, toto mam na maili 😊 13:50

ten program funguje like a charm 😊 13:50

Sweet 😊 10x more 🚀 13:54



\$500k CTO Podcast

Becoming an Interim and Fractional CTO For SaaS Clients

Michal Juhas CTO Headhunter, Tech Recruiter, and Trainer

Martin Rusnak Interim CTO for SaaS Companies

Posts Comments Videos Images Newsletter Documents

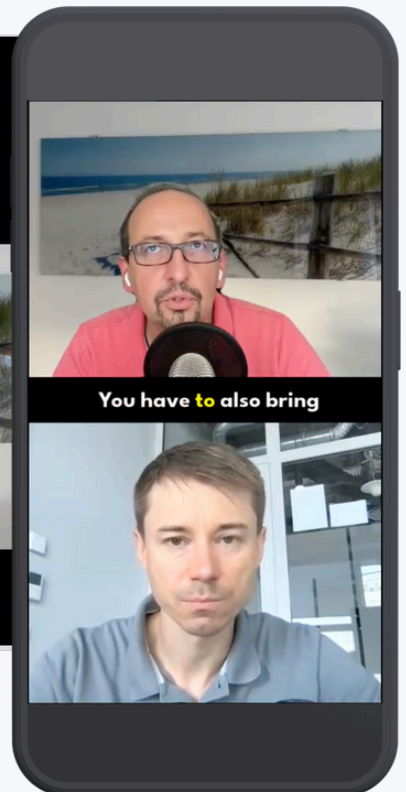
12:10 14:50 2:31 0:35

Insider-Tipps vom Interim CTO Teil 2 🧑‍💻 In einem kürzlichen...

Entdecke die Insider-Tipps eines Interim-CTO! 🚀 Ich hatte die...

Die Welt der CTOs im Überblick: Interim vs....

Fire walk direkt mit Tony Robbins hat schon was! 🙌...

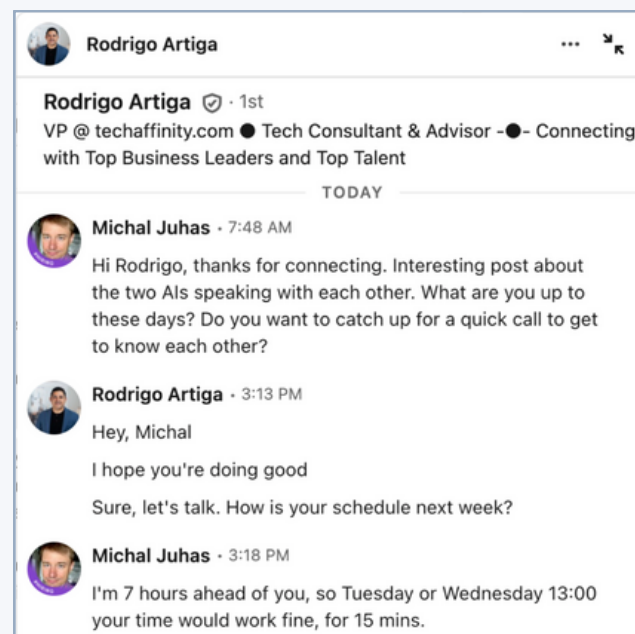
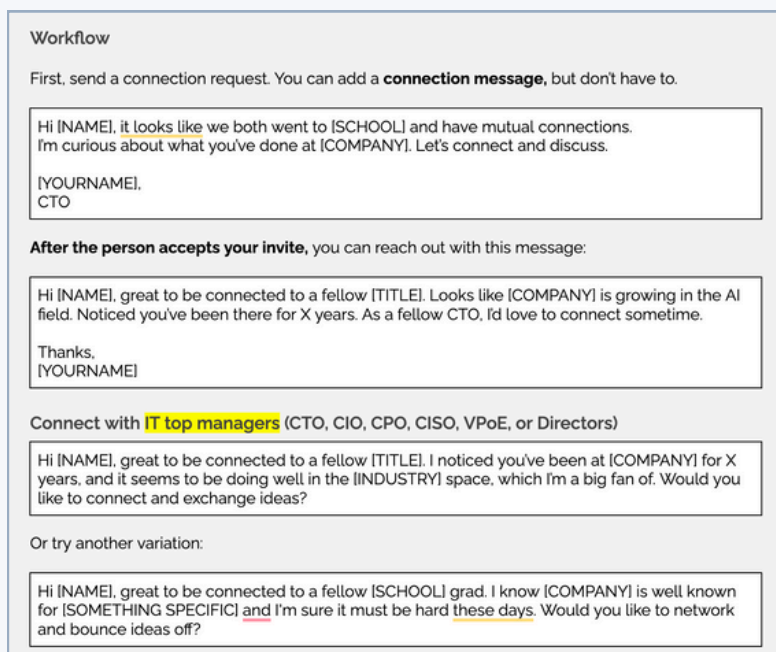
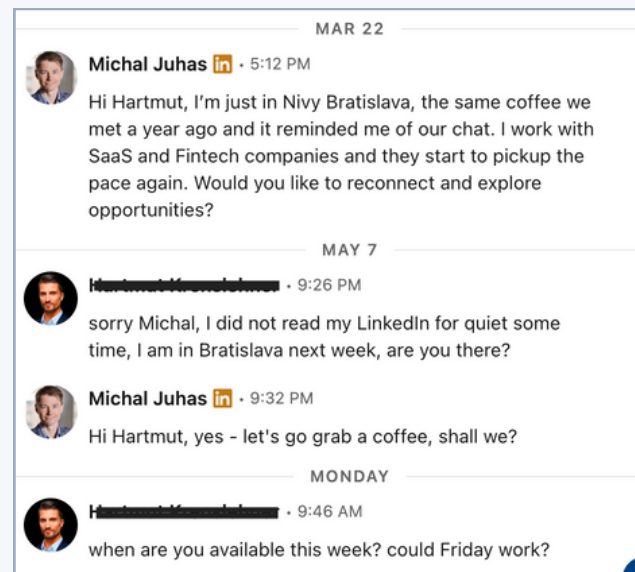
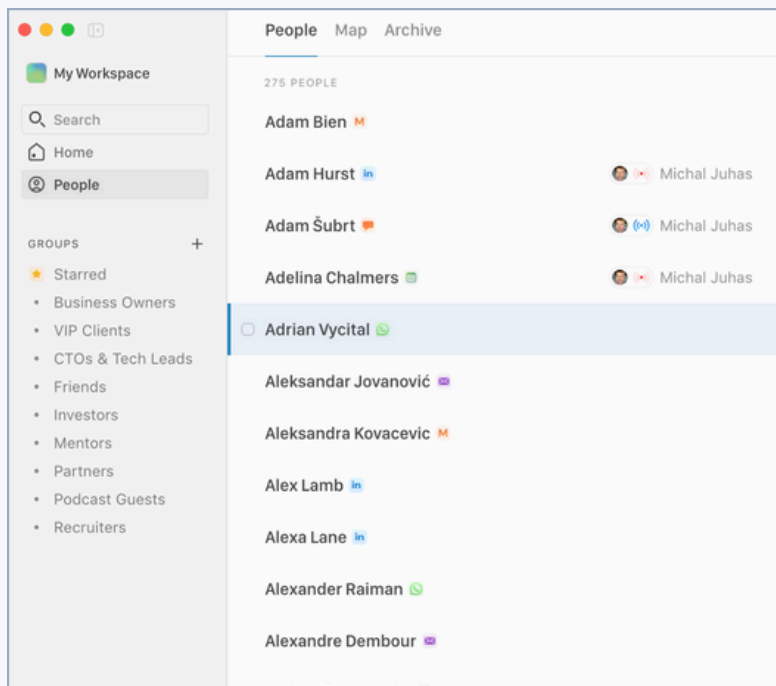




STEP 4

Activate Your Personal Network

Reignite existing relationships with tailored messaging that opens doors to hidden career opportunities.

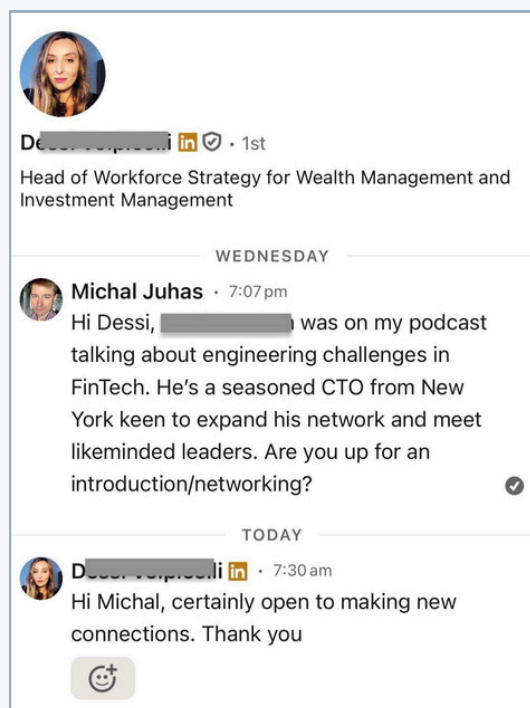
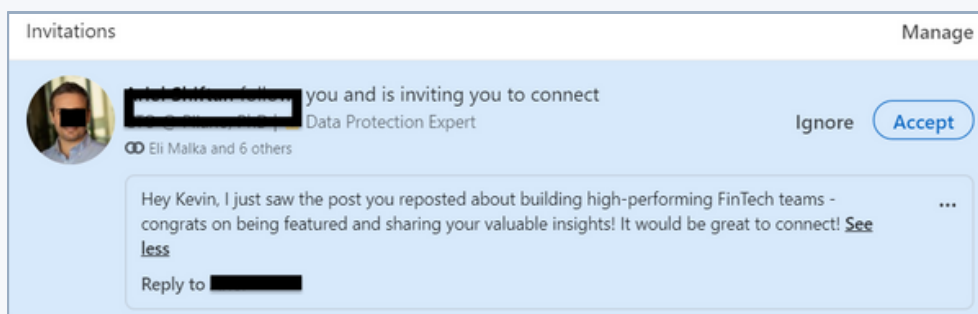




STEP 5

Target Employers Outreach & Intro's

Get personally introduced to hiring decision-makers at companies aligned with your leadership goals.






STEP 6

Interview Role Plays & Offer Negotiation

Master high-stakes conversations with board-level preparation, interview rehearsals, and confident offer negotiation.






5. Negotiate the Entire Compensation Package

Action: Consider all elements of compensation, not just base salary.

Strategies:

- **Salary:**
 - **Benchmark Against Market Rates:**
 - Ensure your base salary is competitive.
 - **Be Prepared to Justify Increases:**
 - Use your research and value proposition.
- **Bonuses and Incentives:**
 - **Performance Bonuses:**
 - Negotiate for bonuses tied to achievable metrics.
 - **Signing Bonuses:**
 - Request a sign-on bonus if appropriate.
- **Equity and Stock Options:**
 - **Understand Vesting Schedules:**
 - Negotiate terms that suit your tenure expectations.
 - **Performance Shares:**
 - Propose equity tied to company performance.
- **Benefits and Perks:**
 - **Health and Retirement Plans:**
 - Ensure they meet your needs.
 - **Flexible Work Arrangements:**
 - Discuss remote work options or flexible hours.
 - **Professional Development:**
 - Include budgets for training, conferences, or education.
- **Severance and Exit Clauses:**
 - **Protection in Downturns:**
 - Negotiate severance pay and conditions.



6. Use Effective Negotiation Tactics

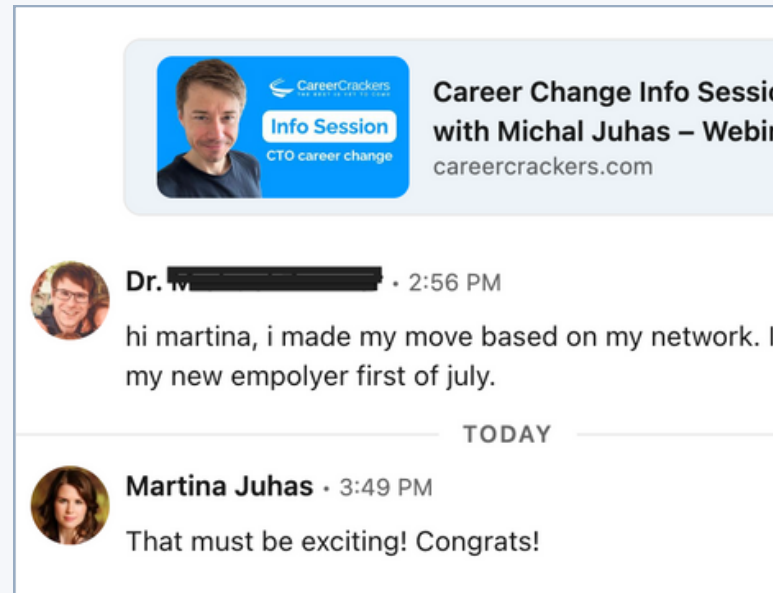
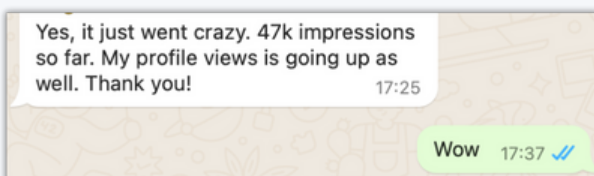
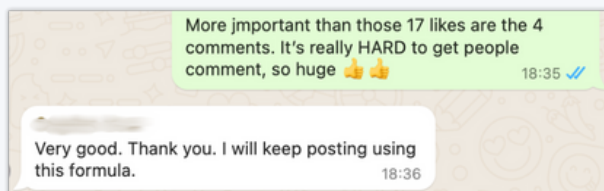
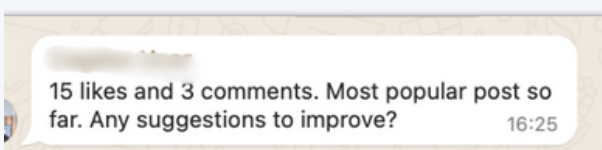
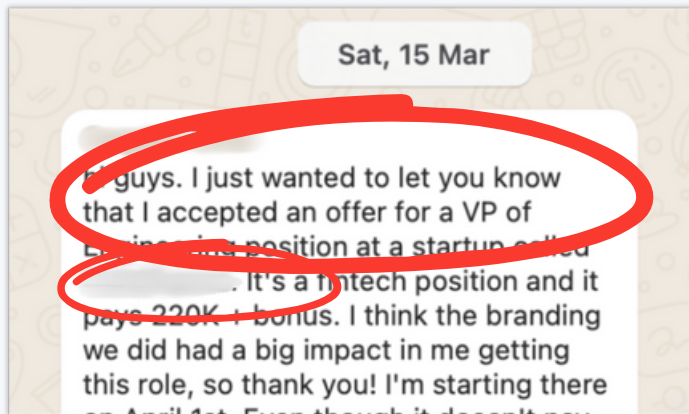
Action: Apply proven tactics to enhance your negotiation position.

Strategies:

- **Anchoring:**
 - **Set the First Number:**
 - If appropriate, propose a compensation figure to anchor discussion.
 - **Use High-Aspiration Levels:**
 - Start with ambitious but justifiable numbers.
- **Silence is Powerful:**
 - **Pause After Proposals:**
 - Allow the employer to respond without filling the silence.
 - **Listen Actively:**
 - Understand their perspective before replying.
- **Collaborative Approach:**
 - **Problem-Solving Mindset:**
 - Frame negotiation as a partnership.
 - *Example:* "Let's find a package that reflects my value and fits the budget."
- **Trade Concessions:**
 - **Reciprocity:**
 - If you concede on one element, ask for something in return.
 - *Example:* "I can be flexible on start date if we can adjust the structure."
- **Leverage Alternatives:**
 - **BATNA (Best Alternative to a Negotiated Agreement):**
 - Know your alternatives if negotiations fail.
 - **Share Competing Offers (Cautiously):**
 - Mention other offers to demonstrate market demand.



Branding and networking leads to **impressive results**:





What You Can Expect

- 1 3–5 Interview Conversations with Hiring Executives**
We help you start real conversations with CEOs, CTOs, and founders — not HR. These aren't cold applications but warm, targeted introductions or referrals into strategic roles aligned with your profile.
- 2 50–100 Profile Visits Per Week**
With our keyword tuning and branding updates, your LinkedIn profile becomes a magnet for recruiters and decision-makers searching for top-tier talent — especially in FinTech, SaaS, and deep tech.
- 3 Inbound Messages from Executive Recruiters**
Once your positioning is dialed in, recruiters come to you with opportunities that match your background — not random roles outside your scope.
- 4 Introductions to Target Employers**
We help you build a shortlist of ideal companies and personally introduce you to key stakeholders where there's strategic alignment — bypassing cold outreach and gatekeepers.

	Before CareerCrackers	After CareerCrackers
Visibility	Lost in search results	Top 5% on LinkedIn Recruiter
Inbound interest	Rare cold messages	2–3 recruiter messages/week
Positioning	Generic CV & profile	High-impact executive brand
Job opportunities	Ghosted via job boards	3–5 warm interviews in 30–45 days
Confidence	Low clarity, low momentum	Structured plan & strong narrative

Who Is This **NOT** a Good Fit For?

- 🚫 This is not for you if you're looking for a junior/mid-level role, unwilling to invest in your positioning, or expecting mass applications to work.



Frequently Asked Questions

Q: Will this work even if I'm not "actively" job hunting?

Yes — in fact, most of our clients are employed and not actively applying. The goal isn't to mass-apply, but to prepare your positioning, increase visibility, and start private conversations that open high-level doors — on your terms.

Q: What if I don't want to post content or be too public on LinkedIn?

No problem. We tailor the strategy to your comfort level. You can stay discreet and still attract opportunities through profile tuning, private outreach, and behind-the-scenes credibility plays.

Q: Will my employer find out I'm exploring?

Confidentiality is a top priority. We never advertise that you're "open to work," and everything we do — from profile adjustments to outreach — is designed to preserve your privacy and control your visibility.

Q: What makes this different from working with a headhunter?

Headhunters work for the hiring company — we work for you. CareerCrackers helps you build leverage, authority, and a proactive job search strategy, instead of waiting for someone to call you about a random role.

**Q: I've already worked with recruiters and applied online — what's new here?**

This is a completely different game. We don't focus on job boards or reactive tactics. Instead, we help you position yourself at the top 1% and create your own inbound demand through branding, content, and direct access to stakeholders.

Q: Do you guarantee a job offer?

No one can guarantee a job — but we do guarantee expert support, proven tools, personal introductions, and a clear strategy that has worked for dozens of CTOs, VPs, and fractional tech leaders across Europe, the US, and the UAE.

Q: How much time do I need to invest?

A: Expect to invest about 1–2 hours per week. We take care of research, writing, and networking setup — so you can focus on high-impact conversations and decision-making.



Testimonials From Our Recent Clients



"I was overwhelmed by the idea of rebranding myself for a career change. Michal from CareerCrackers made the process easy by focusing on my strengths and building a clear, professional story around them."

—Asif Sabit, CTO, eCommerce, **United Arab Emirates (UAE)** — [LinkedIn](#)



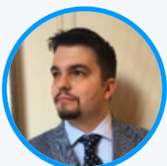
"I didn't know where to start with my job search. Michal Juhas helped clarify my value and made me feel prepared and confident for the next step."

—Cagdas Ucar, CTO, California, **USA** — [LinkedIn](#)



"I wasn't sure how to differentiate myself in a competitive market. Michal Juhas' strategic approach gave me a clear focus and the tools to communicate it effectively."

—Martin Rusnak, Interim CTO, **Germany (EU)** — [LinkedIn](#)



"CareerCrackers revamped my profile, added the right visuals, even organized a photo shoot, which made me feel more confident about how I present myself, because I didn't have much time for it."

—Stanislav Komanec, CTO, TravelTech Scale-up, **Czechia (EU)** — [LinkedIn](#)



"Before working with CareerCrackers, I didn't know how to position myself as more than a senior engineer. Their expertise in branding and content strategy helped me connect with the right audience."

—Karol Galanciak, CTO, High-Tech Startup, **Poland (EU)** — [LinkedIn](#)



"I struggled to explain my expertise in a way that resonated with prospective clients. Michal gave me a clear and professional way to showcase my skills, and it made a significant difference."

—Francois du Plessis, Fractional CTO, **United Arab Emirates (UAE)** — [LinkedIn](#)



"After years in the same role, I didn't know how to market myself for new opportunities. Discussions with Michal gave me clarity and a plan forward."

—Martin Dobis, CTO, CleanTech startup, **Slovakia (EU)** — [LinkedIn](#)



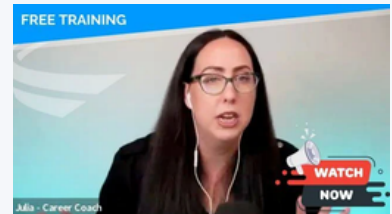
Resources From Our Members' Portal To Help You Get Started...



1. Strategic Visibility:
Becoming a Magnet for
CTO Opportunities



2. Promoting Your Executive
Skills On Your CV And
During Interviews



3. Networking as a Catalyst
for Career Transitions



4. How to Land the Role
Without a Job Search



5. Building a Strategic
Personal Brand for Career
Transitions



6. Insights on Career
Transitions: Stand Out
Without Searching



7. Mastering
Communication for a
Seamless Career Transition



8. Leveraging Your
Superpower: A Proactive
Approach to Career
Transition



10. Mastering Career
Transitions and Landing a
CTO Role



11. The Power of Personal
Branding and Storytelling



13. Career Transitions and
Unlocking Hidden
Opportunities



15. Networking Your Way to
Your Next CTO Role



...And To Help You Land The Dream Job



16. Building a CTO Career Without Chasing Jobs



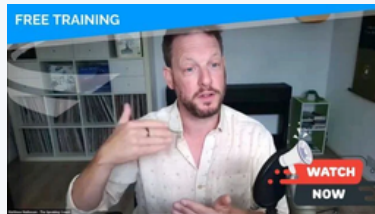
17. Leverage Public Speaking to Open Career Doors



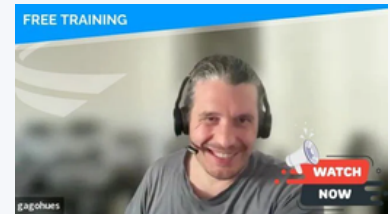
18. Mastering the Soft Skills That Open Doors to CTO Opportunities



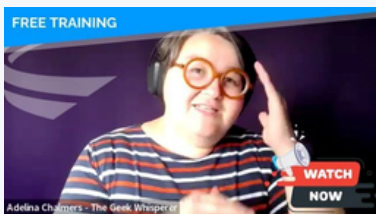
19. Building Authority to Attract New Opportunities



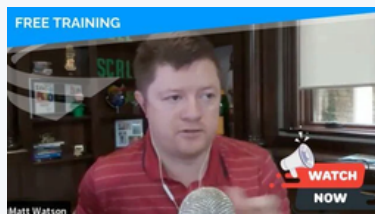
20. Mastering Communication Skills for a Seamless Career Transition



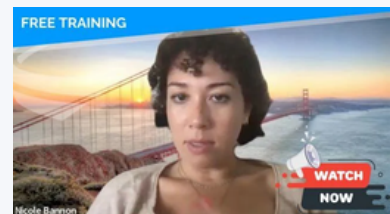
21. Transforming Your CTO Career



22. Building a CTO Career Without Job Hunting



23. Leveraging Strategic Decision-Making to Stand Out as a CTO Candidate



24. Salary Negotiations and Building Alliances



25. Transitioning to a Fractional CTO: Insights from Philipp Deutscher



26. Leveraging Relationships and Strategic Networking



28. Position Yourself for the Role Before It Finds You



Key Takeaways



1. Your **personal brand** helps you get in front of the right decision-makers.



2. The **content you produce** will boost your credibility and open new doors.



3. Your **professional network** determines what opportunities land on your desk.





Hire Michal & his team to help you

Career Strategy (1 hour preparation, 1 hour call with Michal)

We define your unique leadership value, target companies, and a personalized strategy to get in front of decision-makers.

€700.00

3-Month VIP Support & Members' Portal Access **OPTIONAL**

Get instant access to our private members' portal with 30+ short training sessions, Step-by-step worksheets, and examples from other successful clients.

€400.00

LinkedIn Profile Optimization (2 hours with Michal) **OPTIONAL**

Michal rewrites and optimizes your LinkedIn profile to reflect your leadership impact, elevate visibility, and attract hiring executives — all without signaling that you're "looking."

€700.00

LinkedIn Recruiter Keyword Optimization (1 hour with Michal) **OPTIONAL**

Michal manually identifies and applies the exact keywords used by executive recruiters to ensure your profile ranks high in searches for high-level roles.

€350.00

Podcast Preparation, Recording, and Post-Production (1.5 hours) **OPTIONAL**

Michal and the team help you publish a podcast interview with video clips to boost your credibility and attract attention from the right decision-makers.

€500.00

LinkedIn Thought Leadership Content Production (1.5 hours) **OPTIONAL**

Michal helps you publish 5 short, engaging, high-quality content pieces to boost your credibility and attract attention from the right decision-makers.

€500.00

Networking (1 hour strategy with Michal, 10 hours of research)

You receive a curated list of companies and a tactical outreach plan, including ready-to-send messages to connect and network with decision-makers. You can order one or two networking modules every month to increase intensity and results.

€500.00

Interview Role Play & Offer Negotiation Coaching (2 hours) **OPTIONAL**

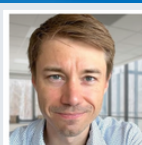
Michal guides you through high-stakes conversations — from board-level interviews to final-stage salary and equity negotiation.

€700.00



"After years in the same role, I didn't know how to market myself for new opportunities. Discussions with Michal gave me clarity and a plan forward."

—**Martin Dobis**, CTO, CleanTech startup, Europe



**Michal Juhas - Recruiting,
Training & Coaching**

Reviews 195 • Excellent





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