

The strategy changed. The revenue engine didn't.

Fractional and interim RevOps leadership for PE-backed and growth-stage B2B SaaS.

Where we come in

A decision was made. New pricing, an acquisition, a funding round, a new region to open. Then the operating model is left to catch up on its own, and it does not. Twelve months on, the plan has not delivered, and nobody can point to why.

We find the breaks, rebuild the process and systems, and hand back something that runs without us.

Diagnose. Fix. Lead.

Fractional RevOps

Senior RevOps leadership without the full-time hire. We design and run the operating model and build your team's capability.

Diagnostic & Roadmap

Review across lead-to-cash, CRM, data hygiene and GTM alignment to home in on revenue friction. You get a bottleneck & roadmap.

Interim Leadership

Hands-on cover through a transition, so alignment and revenue performance hold while you hire.

Does this sound familiar? Let's talk!

- The forecast keeps missing, and nobody can say why
- Renewals have no owner, there is no renewal and churn forecast, or contract value isn't tracked
- Sales, Marketing and CS bring three different numbers to the meeting or seem to pull in different directions
- A pricing change was agreed, and nothing downstream moved to support it
- Booked revenue and billed revenue do not reconcile
- RevOps exists, but it is junior and cannot operate at board level

Programmes

Revenue Leakage Recovery. Sold, delivered, billed and renewed should be the same number. We map lead-to-cash, close the gaps, and provide you with a roadmap to address the issues.

Forecast Confidence. Your sales methodology mapped to your pipeline stages, with the inspection cadence that makes it stick. Weak deals get qualified out early, and your commit starts matching the number you land.

Pricing Operationalisation. After you set your pricing and packaging strategy, we ensure the business is ready to execute across all affected business areas.

All work is scoped and priced before we start.

Results from past engagements & in-house roles

95% to 98%

gross retention

7%

of recoverable
ARR identified

12%

fewer slipped deals

86%

faster lead conversion

Turn your next transformational moment into your next moment of growth

20+ years in enterprise SaaS revenue operations. Ex-Clari. 7 acquisitions. 3 pricing strategy rollouts. Delivering in English and German across the UK, DACH and the wider EU.

Mirjam Martin

[Book a meeting](#)

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