

Kris Carter — Fractional Product Marketing & GTM Lead — Manchester, UK

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I help founder-led SaaS companies sharpen their story, focus their market strategy, and give their teams the tools to sell with confidence. My work sits in the space before a business hires a full-time marketing lead: when the founder is still carrying the commercial narrative, the team is doing its best without clear direction, and growth ambitions outpace the current structure.

I've spent more than a decade building and positioning B2B technology products. My background includes senior roles at **Featurespace**, a machine-learning fraud detection platform that exited to Visa, and **Procore**, a US construction software giant where I helped scale the UK and European go-to-market from the very early days. More recently, I've supported **fintech and infrastructure companies** on narrative development, market focus, and sales alignment, alongside building my own SaaS product used by PMMs and GTM teams.

My strength is translating founder knowledge into a message the whole business can use. Most teams know their product; fewer can articulate its value in a way that lands with customers, scales across markets, and aligns sales, marketing, and product. That's the gap I close. I work quickly, keep things practical, and measure progress by momentum, not PowerPoint.

Where I add the most value

- **Getting the story straight:** turning a technical product into a clear, repeatable narrative
- **Prioritising markets:** focusing the team on where growth is most achievable
- **Equipping teams:** building the core decks, messages, and materials that remove guesswork
- **Acting as a sounding board:** giving founders senior guidance without adding headcount too early

I work in short sprints — typically 4–6 weeks — with agreed deliverables and no long contracts. It keeps things simple and gives founders confidence that progress isn't theoretical.

If you're looking for someone who can slot in fast, bring structure without bureaucracy, and help the business step confidently into its next phase, that's where I tend to be the right fit.

Career highlights

Featurespace — Product Marketing

Joined the early team at a Cambridge machine-learning fraud company and helped establish its commercial story as the market moved toward real-time risk detection. Supported enterprise deals, analyst recognition, and category positioning during the scale phase. The company later exited to Visa for around \$1bn. My work there grounded my approach to translating complex technology into simple commercial value.

Procore — Senior Product Marketing (UK & Europe)

One of the early go-to-market hires for Procore's UK launch. Built the regional messaging, market strategy, and sales enablement foundation as the company expanded across Europe. Helped position the platform with owners, contractors, and industry bodies, and shaped the playbook the regional teams used to scale. This cemented my focus on aligning sales and marketing in fast-growth environments.

Procore — Global Preconstruction Marketing

Moved into the global product group to sharpen value propositions for a high-growth product line. Led narrative development, launched multiple programmes, and built material used across international sales teams. Worked closely with product leaders to bridge the gap between product vision and field adoption.

Eastnets — Global Product Marketing

Brought structure and narrative clarity to a complex, payments-focused technology portfolio spanning sanctions, fraud, and real-time compliance. Worked directly with executive leadership on story, positioning, and analyst relations, while supporting major launches in financial crime and cross-border payments.

BiltOn — Fractional GTM Lead (Construction Safety SaaS)

Worked directly with the founder of a construction safety platform to clarify the narrative, reposition the product, and build the core commercial assets used for sales and partnerships. Delivered a complete GTM reset across messaging, pricing guidance, sales materials, and market prioritisation. This is a good example of my fractional model in action: fast motion, founder alignment, and practical outputs the team could use immediately.

Consulting — Fractional GTM for SaaS and Deep Tech

Before and after my in-house roles, I've worked directly with founders in SaaS, logistics, fintech, and technical B2B markets. My focus: sharpening the story, defining the market priorities, and building the core assets that help teams sell with confidence. These engagements are usually sprint-based, giving founders senior GTM leadership without heavy headcount.

Founder — Segment8 (segment8.com)

Built my own GTM platform used by product marketers and lean commercial teams. Running a SaaS product while consulting gives me a grounded perspective on trade-offs, customer insight, and execution. It also means I'm hands-on with modern GTM tools, messaging, AI workflows, and the realities of early-stage growth.

Services & Rate Card

Sprint-based GTM support (4–6 weeks) — £5,000–£8,000 per sprint

- Positioning and narrative
- Market focus and GTM priorities
- Core sales enablement (deck, one-pager, messaging)
- Founder advisory and weekly cadence
- Clear next-step plan for the team

Launch & campaign sprint — £6,000–£9,000 per launch

- Launch plan for product, feature, or market
- Campaign theme tied to buyer outcomes
- Coordination across sales, product, and marketing

Sales enablement (per deliverable) — £2,500–£5,000

- Pitch decks
- One-pagers
- Battlecards and objection handling

Founder advisory (light-touch) — £1,500–£2,500 per month

- Strategic sounding board
- PMF signals and go-to-market guidance
- Support shaping future hires or scaling the function

Fractional leadership (optional follow-on) — £900–£1,200/day

- Direction for small or early marketing teams
- Weekly priorities and quality bar
- Transition to the right full-time hire

How it starts

A short call with the founder to understand where things stand: what's working, what isn't, and what needs sorting first. From that, I outline a proposed sprint with clear outputs and a simple fixed price. No long scoping exercise.

How to buy

If the scope looks right, we lock in a 4–6 week sprint and get started. Half upfront, half on delivery. At the end of the sprint, you can roll into another, move to light-touch advisory, or pause entirely. No retainers by default, no long contracts, and no pressure either way.