

SaaS GTM Readiness and Revenue Operating System

Illustrative case narrative

The Virtual CXO provides flexible senior leadership capacity for businesses that need strategy, governance and execution discipline without waiting for permanent CXO hiring.

Context

A founder-led B2B SaaS venture had a strong product but sales depended heavily on founder relationships and inconsistent proposal practices.

Mandate

Virtual CRO + Virtual CMO + Virtual Product Officer to shape ICP, messaging, revenue cadence and product packaging.

Intervention

Refined ICP, repositioned pitch narrative, built pipeline governance, reviewed pricing and created customer expansion paths.

Outcomes

Created stage-wise pipeline visibility, sharper GTM narrative, channel partner discipline and a repeatable revenue review cadence.

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