
MIKE MCDAID

Fractional CMO / VP Demand Gen · SaaS & AI GTM Leader

London, UK

Revenue-focused marketing executive with 15+ years building and scaling global demand generation and GTM engines for B2B SaaS and enterprise technology companies. Proven track record of driving predictable pipeline, accelerating ARR growth, and improving CAC efficiency through modern, data-driven marketing systems.

Expert in aligning Marketing with Sales to deliver repeatable pipeline coverage, high-performing demand engines, and scalable international growth.

Key operator in scaling **Copado from \$10M to \$150M ARR** with first-hand experience building demand engines inside the **Salesforce, Microsoft, and SAP** partner ecosystems — uniquely positioned to help SaaS and AI companies architect pipeline systems that survive hypergrowth and scale across global markets.

FRACTIONAL CMO / DEMAND GEN OFFERING

Mike partners with SaaS and AI companies to build, fix, or scale demand generation and pipeline systems.

TYPICAL ENGAGEMENT FOCUS

- **Partner-led GTM architecture** — build demand systems that leverage Salesforce, Microsoft, and SAP partner channels
- Define or refine GTM strategy — ICP, segmentation, and positioning
- Build predictable pipeline engines targeting 4–5x coverage
- Design and execute modern demand gen across ABM, field, digital, and partner
- Improve CAC efficiency, attribution, and ROI visibility
- Align Marketing and Sales into a single revenue operating model
- Scale international expansion and regional GTM execution

COMMON USE CASES

- Post-Series A/B — moving from founder-led GTM to repeatable pipeline
- Scaling SaaS — need efficiency and predictable growth at the same time
- Underperforming marketing — pipeline gaps, poor conversion, high CAC
- Expansion — entering new international markets or segments

ENGAGEMENT MODEL

- **Fractional CMO / VP Demand Gen** — 1–2 days per week
- **90-day GTM / pipeline acceleration** — programmes
- **Interim leadership** — plus team build-out

CORE CAPABILITIES

Partner-Led GTM & Ecosystem Marketing · Demand Gen & Pipeline Architecture · GTM Strategy & International Expansion · Revenue Marketing & Attribution · Field & Event Transformation · Marketing Ops & Measurement · BDR / SDR Strategy

SELECTED IMPACT

- Scaled international revenue **12x** from \$1.1M to \$14M
- Built global pipeline engines delivering 4–5x pipeline coverage consistently
- Drove **6.1x improvement in event ROI** while reducing cost per opportunity by 68%
- Delivered **100%+ pipeline targets** for four consecutive years
- Increased inbound demand +320% organic, 20x paid enquiries
- Key contributor to scaling SaaS from \$10M to \$150M ARR

RELEVANT EXPERIENCE

Sr. Director, Global & International Marketing — *Copado* **2019–2026**

- Built and scaled the international GTM engine — \$1.1M to \$14M in revenue
- Delivered sustained 4x pipeline coverage across global markets
- Transformed field and events strategy — 6.1x ROI with cost per opportunity down 68%
- Designed and scaled an outsourced BDR model hitting 100%+ of target
- Core leader in scaling the company from \$10M to \$150M ARR

Head of Marketing — *Core Technology* **2014–2019**

- Rebuilt marketing into a performance-driven, inbound-led demand engine
- Increased organic enquiries by 320% and paid demand by 20x
- Delivered 100%+ pipeline targets for four consecutive years
- Operated as strategic partner to the CEO with board-level reporting

OEM Marketing Manager, EMEA — *SAP* **2010–2014**

- Led partner and OEM GTM across EMEA
- Executed integrated campaigns across digital, events, and BDR channels
- Built an ecosystem-driven demand generation model

SCOPE & OPERATING MODEL

Marketing Budget Ownership — \$3.7M

Team Leadership — 12 FTE plus contractors and outsourced BDR teams

Channels — ABM · Field & Events · Digital · Partner · PR · BDR

Sectors — B2B SaaS · Enterprise Tech · Salesforce · Microsoft · SAP