

GRAY CARROLL

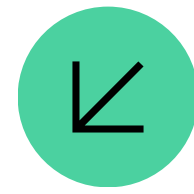
— CONSULTING —

PRODUCT MARKETING & GTM STRATEGY FOR
SAAS, WEALTH TECH & INVESTMENT TECH



TURN YOUR PRODUCT INTO A MARKET LEADER

INTRODUCTION



I help B2B SaaS, FinTech, and WealthTech companies build and execute go-to-market strategies that improve messaging, sharpen positioning, align teams, and drive real growth.

MY CLIENTS



CLARIFY POSITIONING,
DEFINE GTM, BUILD
ENABLEMENT

**STARTUPS &
GROWTH
STAGE SAAS**



REPOSITION, SCALE, AND
DRIVE CATEGORY
LEADERSHIP

**MATURE &
ENTERPRISE**

**WHO I WORK
WITH**



NAVIGATE LONG SALES
CYCLES AND STAND OUT IN A
COMPLEX MARKET

**WEALTH TECH
& INVESTMENT
TECH**

CHALLENGES I SOLVE



MESSAGING

Your product is strong, but the story isn't clear—and it's not connecting.

01



LAUNCHES

You're investing in go-to-market, but adoption is slower than expected.

02



POSITIONING

Competitors are winning deals you should be closing.

03



INSIGHTS

Messaging feels generic, personas are outdated, and feedback loops are missing.

04



ALIGNMENT

Sales and marketing are working hard—but not always working together.

05

CORE OFFERINGS

OFFERINGS

- 1 **POSITIONING & MESSAGING**
- 2 **GTM STRATEGY & EXECUTION**
- 3 **SALES ENABLEMENT**
- 4 **MARKET & COMPETITIVE RESEARCH**
- 5 **ICP & PERSONA DEVELOPMENT**
- 6 **PRODUCT LAUNCH PLANNING**



PACKAGES

MARKET READINESS

1-month engagement to quickly assess GTM gaps, clarify messaging, and build a focused action plan..

GTM EXECUTION ACCELERATOR

3-month engagement to build and execute a full GTM strategy, including sales enablement and competitive positioning.

GTM PARTNER

6-month embedded support for companies needing end-to-end leadership across positioning, launches, enablement, and strategy execution.

ADVISORY SUPPORT

Transition into ongoing advisory after any engagement for continued strategic support.

ENGAGEMENT MODELS

See full package details and pricing at: graycarroll.com

STRATEGY MEETS RESULTS

SUCCESS IN ACTION



PRODUCT MARKETING FOUNDATION FOR GROWTH

Refined ICP, built persona framework, and developed launch messaging and sales enablement to support rapid scale-up.

1

The logo for Drawbridge, consisting of the word "DRAWBRIDGE" in a bold, orange, uppercase, sans-serif font, centered within a dark blue rectangular background.

DRAWBRIDGE

REPOSITIONING AS A SAAS LEADER

Led a full positioning overhaul and messaging strategy to help shift brand perception and highlight their growing tech platform.

2



3

VALIDATING PRODUCT- MARKET FIT

Conducted C-level interviews across global corporates to uncover buying drivers, validate value prop, and refine GTM focus.



TESTIMONIAL



“Working with Brian was instrumental in ensuring Evident's messaging resonated with our target customers. This has led to more meaningful interactions and stronger relationships with our customers and prospects.”



DAVID THOMAS
CEO, EVIDENT

HAPPY
CLIENT

TESTIMONIAL



“Brian provided invaluable insights into our target audience's needs and pain points, which were previously unknown to us. This knowledge has been instrumental in shaping our product roadmap and go-to-market strategy.”

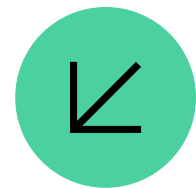


CAMERON NICOL
HEAD OF REVENUE
SPACE INTELLIGENCE

HAPPY
CLIENT



LET'S WORK TOGETHER!



I'M THE FOUNDER OF GRAY CARROLL CONSULTING AND A PASSIONATE ADVOCATE FOR THE POWER OF PRODUCT MARKETING.

HI, I'M BRIAN

With over 15 years of experience in product marketing, I've helped SaaS, FinTech, and WealthTech companies craft go-to-market strategies that actually move the needle. I've led global teams, launched products at scale, and repositioned companies to win in competitive markets. I bring a hands-on, no-fluff approach—strategic when it matters, executional when it counts. If you're looking for a partner who understands both the big picture and the details that drive results, I'm here to help.

CONTACT ME



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