HARALDS GABRANS ZUKOVS

CMO-level Marketing Leader | 16+ Years | Brand · Category Creation · Revenue Growth · Team Building · Multi-Market GTM | AI · Fintech · Cybersecurity · B2B SaaS

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PROFESSIONAL SUMMARY

Marketing leader who owns brand, category, and revenue, and scales them with systems, not headcount. From Seed-stage startups to a £243M enterprise: built teams of up to 17 (in-house and agency), hired 20+ people, owned budgets of **up to €2M**, and reported to CEOs, CROs, and CMOs. Owned revenue across every channel; full figures shared in interview. Results include an **acquisition** (Nordigen by GoCardless), a **Series A** (Mindgard), **doubled revenue across 38 countries** (Credolab), and **7-figure Fortune 500 pipeline** (Otera). Presents to boards and investors. Runs an **AI-native operating model: 15+ production systems** that replace manual work across marketing and sales.

> *"I firmly believe that Haralds is going to revolutionise the approach to company development on a global scale."* Peter Barcak, CEO, Credolab (WEF 100 Technology Pioneers; Fintech, $8.3M raised, 30+ countries)

LEADERSHIP HIGHLIGHTS

- **5.8x leads, 3.2x opportunities, 2x wins; deal cycle 27% shorter.** 7-figure revenue in year 1, revenue doubled, CPL cut 85% at **Credolab** (Fintech, Series A, 38 countries)
- **Created the free open banking category in Europe at Nordigen and led two rebrands:** Nordigen rebrand and website in 4 weeks; Credolab mini-rebrand and new site, conversion +40%
- **Built and led a 17-person team (in-house and agency).** 1,000% customer growth in month 1, TechCrunch feature. **Nordigen** acquired by **GoCardless**
- **2,200x user base growth from launch;** 6 of top 12 cybersecurity outlets globally. **Mindgard** (AI Security, Seed to Series A); growth supported fundraise
- **~30 enterprise SQLs, 7-figure pipeline year 1,** Fortune 500 clients. **Otera** (Gartner-recognized agentic AI, $15M+ raised)
- **3.5x ROI in 2 months, £100K+ revenue from waitlist alone.** Sole marketing hire at **Hyve Group** (£243M enterprise)
- **7-figure revenue from €2K/month budget,** SAF Tehnika; PPC conversion +200%, 1M+ audience reached
- **100 man-hours/week saved through automation,** connected 4 departments, reduced sales contact time 20%

CORE COMPETENCIES

Leadership: Brand & Category Strategy | Team Building & Hiring (20+ hires) | Org Design (In-house + Agency) | Budget Ownership (up to €2M) | Board & Investor Reporting | Revenue Ownership | Sales & Marketing Alignment | Multi-Market Expansion (38 countries) | M&A and Fundraise Support

Strategy & GTM: Demand Generation | ABM | PLG | SLG | MLG | GTM | CRO | Product Marketing | Growth Hacking | Revenue Marketing | Funnel Architecture

Channels: Google Ads | LinkedIn Ads | Meta Ads | Email Marketing | SEO | Content Marketing | PR & Earned Media | Events | Reddit | Discord | Outbound

Tools & Platforms: HubSpot | Salesforce | Marketo | n8n | Make.com | Clay | Lemlist | Apollo.io | LinkedHelper | Google Analytics | Mixpanel | Segment | AppsFlyer | Branch | Tableau | Looker | Snowflake | SQL

Industries: Cybersecurity | AI/ML | Fintech | B2B SaaS | Open Banking | Data Analytics | Hardware/IoT | Events Tech | AdTech | E-Commerce

VERIFIED TRACK RECORD

Key metrics independently verified by signed reference letters from **Peter Barcak, CEO of Credolab** (Fintech, Series A+, Singapore) · **Danny Lovatt, Head of Growth at Hyve Group** (£243M enterprise) · **George Aliferis, Fintech Files podcast host and ex-Nordigen Open Banking Ambassador** · **Julija Jegorova, CEO of Black Unicorn PR** (London) · **RISEBA University of Applied Sciences** (Letter of Gratitude). Letters available upon request.

PROFESSIONAL EXPERIENCE

Voice-Swap, London, UK (AI Voice Infrastructure, VC-backed: Twin Path, SFC Capital, LCIF) *Jun 2026 – Present*

Commercial Marketing & Growth Lead | Built the engine full-time; continues as consultant from Nov 2026

*Licensed, consent-based AI voice platform with **260K+ users.** Reports to the CEO. Owns enterprise demand gen, outbound, and self-serve growth across the UK, US, and Australia.*

- Built the GTM plan around Voice-Swap's **"Cleared Voice" positioning**, behind a **multi-million-pound revenue target.** Enterprise sales carries year one; self-serve builds reach for 2027.

- Launched ABM outbound, paid ads, and landing pages across media, brand, and enterprise tech buyers. **72 sequence emails in 24 segment and role variants,** each one passed through a quality gate built in-house.

Fractional GTM Leadership *May 2026 – Present*

Independent growth and marketing engagements for B2B SaaS in DACH and tech M&A advisory in the UK.

Client: IQrew by RoutineX GmbH, Munich (B2B SaaS for onboarding and compliance training, DACH)

Fractional Head of Growth | May 2026 – Present

- Rebuilt Google and Meta around demo bookings: Google **CTR from 4.89% to 8.00%** and top-of-page impressions from 57% to 87%.
- Made iqrew.de readable to search and AI crawlers: **0 to 3,026 indexable words,** desktop PageSpeed 98, SEO score 100, all 35 AI bots allowed.

Client: Artis Partners LLP, London (Tech M&A boutique founded by Arma Partners founder Victor Basta)

Marketing Consultant | Jul 2026 – Present

- Moved the firm from LinkedIn to a house newsletter on its **43K-contact database,** built on exit-preparation content for tech founders and investors.
- Audited the website against 19 external reports and a 102-page crawl. **98 findings,** including a CDN rule that blocked ClaudeBot from the entire site.

Otera, prev. DeepOpinion (Agentic AI, Gartner-recognized, $15M+ raised) *Mar 2025 – Apr 2026*

Head of Demand Generation

***Gartner-recognized** agentic AI platform, 80 people. Reported to CMO and CEO. Sold to **Fortune 500** enterprise buyers across insurance, banking, and financial services.*

- Built demand gen motion from zero. Generated **~30 high-ACV enterprise SQLs** and **7-figure pipeline in year 1** selling to Fortune 500 insurance, banking, and financial services buyers.
- **30% webinar attendee-to-pipeline conversion rate, 3x the industry benchmark.** Led the custom ROI calculator and high-converting landing pages.
- Ran hyper-personalised ABM for enterprise accounts. **Led the rebrand and website launch:** created the wireframes, chose and managed the designers and developers through to launch.

AI Forge, UK AI Startup Accelerator *Dec 2025 – Present*

Startup Mentor

Selected to mentor early-stage AI founders on GTM strategy, positioning, and traction metrics.

Expert Network Consultant | GLG · Capvision · Tegus · AlphaSense *2026 – Present*

*Subject matter expert engaged by **global investment firms, management consultancies, and Fortune 500 strategy teams** across AI/ML, cybersecurity, and fintech.*

Morey28, Growth Consultancy *Oct 2024 – Apr 2025*

Growth Consultant

Fractional growth leadership for B2B tech scale-ups across EMEA, Asia, and USA.

Client: Blackwall (prev. Botguard), Series B Cybersecurity, $45M+ raised

Head of Growth and ABM | Jan – Apr 2025

Mindgard, London UK and USA (Cybersecurity for AI, Seed to Series A) *Dec 2023 – Sep 2024*

Head of Growth (First Marketing Hire)

Sole marketer** in a team of 7 PhD experts. Growth directly supported the **next funding round.

- **5,000% increase in website traffic** and **2,200x growth in user base,** both from launch, through SEO, content marketing, and paid advertising.
- Secured earned media in **6 of the top 12 cybersecurity outlets globally** (The Next Web, Yahoo Finance, Sifted), all organic, zero paid, reaching tens of millions monthly.
- **4,900%+ increase in qualified pipeline** from launch. Led simultaneous PLG and SLG motions. Exceeded launch targets by 300%.

Credolab, London, Singapore, APAC, EMEA (Fintech, Series A+, 60+ employees) *Mar 2022 – Dec 2023*

Marketing Director

*Scaled marketing across **38 countries.** Reported to CRO and CEO. **WEF 100 Technology Pioneers** company.*

- **7-figure revenue in year 1; 100% quarterly and yearly revenue increase.** Shifted to demand generation, cutting CPL by up to 85% and growing pipeline opportunities 3.2x.
- Built website from scratch in 8 weeks: **30,000 users/month, conversion +40%.**

Hyve Group, London, UK (Events Tech, Enterprise, £243M+ revenue) *Jul – Nov 2021*

Head of Marketing, Curated Meetings SaaS

*Brought in as **first and sole marketing hire** to take a new SaaS platform from waitlist to revenue. Built and led a 9-person outsourced team.*

- **3.5x ROI in 2 months, £100K+ revenue from waitlist alone.** Reduced CPL by 45%, boosted landing page conversions by 80%, expanded audience reach 5x.

GoCardless (prev. Nordigen), London, UK (Open Banking/Fintech, Series G+) *Oct 2019 – Mar 2021*

Marketing Director (First Marketing Hire)

*Created the market for free open banking in Europe. **Built marketing from scratch as first hire. Built and managed a team of 17** (in-house and agency). **Company acquired by GoCardless.***

- **1,000%+ customer growth** with 1,000+ new users in month 1. Secured **TechCrunch** feature. Strategy directly supported **acquisition by GoCardless.**
- Automated processes across 4 departments: **100 man-hours/week saved,** sales contact time reduced 20%.

ADVISORY & CONSULTING

Source (BeMySource Ltd), UK *Apr – Nov 2026*

Strategic Advisor, GTM

*Peer-to-peer network of vetted archive researchers in **75 cities across 33 countries.** Advised the founder on marketplace positioning, channel priorities, and fundraising readiness. Also built the website and its lifecycle system.*

CPR, Cultural Property Research *Apr – Nov 2026*

Advisor

*Provenance and export-risk assessment platform for auction specialists and collectors. **Built the SaaS platform and the website.***

AI-NATIVE OPERATING MODEL

GodMode ClaudeOS Personal AI operating system. **Coordinates multiple AI models, learns from corrections, runs an entire professional workflow autonomously.**

Priority Engine Autonomous agent swarm: **10+ AI agents that self-prioritize tasks, handle approvals, and route decisions without human input.**

MimirHQ **Visual AI team platform: 6 AI agent types coordinating in real-time,** replacing static flowcharts with a visual command center.

vibecheck **Open-source security scanner that blocks unsafe AI-generated code** before it ships. 156 checks across 15 vulnerability categories.

EARLIER CAREER

ScaleUp Panda, Estonia and UK *Nov 2017 – Nov 2022*

CMO & Founder

*Independent consultancy alongside full-time roles. Clients incl. **Microsoft, Samsung, Lindex** (Publicis Group). **Targets exceeded 150–200%.** 3+ Kickstarter launches (€300K+).*

SAF Tehnika / AranetIoT / CatchSmart *Jul 2018 – Jul 2019*

Senior Growth Marketing Manager

- SAF Tehnika: **7-figure revenue from €2K/month budget,** PPC conversion +200%, 1M+ audience reached. AranetIoT: **top 3 best-selling on Amazon.** CatchSmart: **200K users month 1, PR in New York Times.**

Additional Roles: The Monetizr (Head of Growth, 2017) | Publicis Groupe (Digital Media Planner, EMEA, 2016) | Draugiem.lv (Project Mgr, 2015) | Digital Journey (2014) | Crystal Media (2013) | SIA Amber Storm (2010–2012)

PUBLICATIONS & SPEAKING

- **Top 3 Hackernoon Article 2023** (9,000 reads; 2M+ monthly users). **Featured on BBC** (600+ likes, 200 comments). Published in TechBullion (410K visits/mo).
- **Keynote speaker, Imaguru Startup Hub** (Google for Startups partner; two keynotes, invited back). Podcast guest: The B2B Content Show, Fintech Marketers and Leaders.

EDUCATION & CERTIFICATIONS

BSc Business Management (Marketing), University of Latvia

Certifications: CRO | Google Analytics (Adv.) | Google Ads (Adv.) | SEO

LinkedIn Top B2B Marketing Strategy Voice (12K+ followers)