

SAMUEL BUTCHER

Senior Marketing & Go-to-Market Leader | Co-Founder | Investor & Advisor

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PROFESSIONAL SUMMARY

Senior marketing and go-to-market leader with a decade of strategic, board-level experience building and scaling marketing functions for venture-backed technology businesses across the UK, US, Europe and Canada. Co-founder and Chief Revenue Officer of an EdTech start-up; previously built marketing-led GTM motions at Labster, Aula, 32Co and Sales Impact Academy. Specialised in zero-to-one market creation, repositioning technical products for new audiences, and engineering customer-centric growth engines that consistently deliver 4-10x revenue growth. Active investor, advisor and mentor to early-career marketers and founders in the EdTech and GTM-tech communities.

STRATEGIC MARKETING & GTM HIGHLIGHTS

- Co-founded and currently lead all marketing and revenue functions at Blended Teaching, delivering consistent 4x year-on-year revenue growth since inception.
- Drove 500%+ annual order growth and built the GTM infrastructure to support a 10x growth Series A pipeline at 32Co (UK MedTech/DentalTech).
- Generated \$2.7M ARR — 270% of a \$1M target — through a marketing-led enterprise GTM strategy at Labster, closing six US system-wide university partnerships in five months.
- Designed and launched Labster's first US inside-sales and demand-generation engine, the foundation of the company's North American growth and category expansion.
- Built and rolled out partner programmes (PRM, Affiliate, Referral, VC) at Sales Impact Academy, onboarding 64 partners in 90 days and delivering 109% of H1 revenue target.
- Active investor, advisor and mentor at Unihelper ApS (Denmark), supporting the founding team on positioning, GTM strategy, hiring and international expansion.

PROFESSIONAL EXPERIENCE

Co-Founder & Chief Revenue Officer — Blended Teaching (Ascension Education Inc.)

September 2022 – Present • Marietta, GA, USA • EdTech start-up

- Co-founded a US-based EdTech business; own the full revenue-generating remit including marketing strategy, brand, content, demand generation, sales, partnerships and customer success.
- Author and execute the company's positioning, ICP, messaging architecture and go-to-market playbook; refined annually through structured customer-evidence cycles.
- Set and steward the marketing investment strategy and budget; report performance to the board as a member of the founding leadership team.
- Delivered consistent 4x year-on-year revenue growth since inception; built a customer-focused culture across go-to-market and product.

Consulting Partner — The Elevate Group, LLC

September 2022 – September 2023 • London, UK • GTM & partner-strategy consultancy

- Member of a strategic consulting team supporting start-up, growth and enterprise organisations on partner strategy, GTM design and commercial operations.
- Brought a combined strategic and operational discipline to client engagements, drawing on first-hand experience scaling marketing and partnerships functions across multiple venture-backed businesses.

- Engagement ran concurrently with the founding of Blended Teaching, evidencing senior, consultant-grade marketing experience operating outside any single employer.

Head of Growth (Fractional) — 32Co (BBLHD Ltd)

September 2022 – March 2023 • London, UK • MedTech / DentalTech start-up

- Built and led the go-to-market and marketing function ahead of a Series A raise, reporting into the CEO.
- Achieved 500%+ annual order growth and established a 10× growth pipeline trajectory in time for a Q2 Series A round.
- Rebuilt the end-to-end customer journey, positioning and brand-to-revenue funnel; codified sales, marketing, onboarding and partnerships playbooks adopted across the team.

Senior Partner Manager — Sales Impact Academy

January 2022 – September 2022 • Cambridge, UK • GTM training & technology

- Owned strategic partnerships strategy across the GTM tech ecosystem (Gong, SalesLoft, Cognism, Highspot).
- Generated \$545.5K in sourced and influenced revenue in H1 — 109% of a \$500K target.
- Designed and rolled out the company's first PRM platform plus the Affiliate, Referral and VC Partner programmes — onboarding 64 partners in three months and embedding partner reporting into the CRM.

Investor & Advisor — Unihelper ApS

January 2022 – Present • Aarhus, Denmark • EdTech start-up

- Mentor and advise the founding team on go-to-market strategy, brand positioning, marketing operations, hiring and international market entry.
- Ongoing voluntary contribution to the development of early-career founders and marketers in the EdTech sector.

Head of Partnerships — Aula Education

January 2021 – December 2021 • London, UK • EdTech LMS

- Led UK university partnerships and built the US partnerships strategy during Aula's transition to a product-led growth model.
- Established partnerships with 15 UK universities in six months, working directly with Vice Chancellors and Deputy Vice Chancellors.
- Key contributor to the evolving go-to-market, segmentation and brand-positioning strategy.

Director of System Partnerships — Labster Inc.

March 2020 – December 2020 • Somerville, MA, USA • EdTech (virtual labs)

- Reported directly to the CEO; owned North American system-wide enterprise marketing and sales strategy.
- Closed six system-wide partnerships in the first five months — generating \$2.7M ARR on a \$1M annual goal (270% attainment).
- Built and continuously refined Labster's enterprise marketing playbook, ABM motion and onboarding processes for system-level customers, working cross-functionally with product, marketing and customer success.

Sales Manager, United States — Labster Inc.

October 2018 – March 2020 • Somerville, MA, USA

- Established and led Labster's US Inside Sales team — central to the strategic transition from a Europe-focused enterprise model to a US inside-sales-led GTM motion.
- Authored the marketing and sales onboarding programme adopted by the in-house team and Labster's channel partners, including major academic publishers.

Scientific Collaboration Specialist — Labster ApS

September 2015 – October 2018 • Copenhagen, Denmark

- Built Labster's go-to-market motion and customer base across the UK, Europe and Canada from a standing start.
- Grew the UK customer base by 300% in 12 months; opened the Canadian market from 0 to 12 customers in nine months.

EARLIER CAREER — HEALTHCARE

Healthcare Partnership Manager — HARTMANN Group

September 2012 – August 2015 • London, UK • Global medical & hygiene products

- Managed strategic partnerships across NHS and private healthcare networks; expanded the partnership remit beyond traditional territory selling.

Medical Sales Representative — Ashfield Healthcare

June 2011 – August 2012 • Cambridgeshire, UK • Pharmaceuticals

- Built the foundational commercial, customer-insight and territory-marketing skills that underpin a fifteen-year career in B2B and B2H marketing.

MENTORSHIP & CONTRIBUTION TO THE PROFESSION

- Active investor and advisor at Unihelper ApS (since 2022), mentoring early-career marketers and founders on go-to-market strategy and market entry.
- Informal mentor to growth, marketing and partnerships professionals across the EdTech and GTM-tech communities.
- Mentored and coached individuals who have gone on to lead Education Technology companies, including Daniel Pratte, Co-founder at Unihelper, and Joe Ferraro, CEO at Hypothesis.

EDUCATION

BSc (Hons) Pharmacology, 2:1 — Newcastle University. 2008 – 2011

REFERENCES

Available on request.