

Craig Pask

Senior Partner, **Customer, Commercial & Content**



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Craig is a senior commercial strategist who helps ambitious firms unlock new revenue, optimise product performance, and align go-to-market execution with customer value.

With over 20 years' experience across SaaS, data, analytics, and professional services, Craig has led transformative pricing, packaging, and commercial change programmes in global enterprises and investor-backed businesses alike. He combines deep analytical rigour with commercial pragmatism — ensuring strategy is always evidence-led, customer-informed, and ready to execute.

Key Achievements include:

- ✓ Identified €50M+ in margin opportunity through a global pricing transformation at global publicly traded SAAS firm, simplifying packaging and implementing discount governance across 30+ countries.
- ✓ Delivered \$40M in year-one revenue through the launch of a new SAAS Platform, following the commercial turnaround of predecessor tools.
- ✓ Led the transition from seat-based to usage-based pricing at a global SaaS firm, increasing renewal revenue, reducing discounting, and accelerating net-new sales.

Craig specialises in:

- Pricing strategy and monetisation – unlocking value across product, sales and packaging
- SaaS transformation – leading usage-based transitions and enterprise growth models
- Commercial leadership – cross-functional alignment across GTM, finance and tech
- Customer segmentation and value proposition design – evidence-led, field-tested
- Strategic advisory – supporting founders, CXOs, and PE/VC-backed teams through growth and change

He can help you to:

- Define and implement revenue-led pricing strategies that unlock growth and reduce friction
- Reposition and package your products to align with real customer outcomes
- Rebuild commercial models and monetisation logic for SaaS and subscription businesses
- Align your sales, marketing, and product teams behind a unified go-to-market plan
- Coach senior teams on pricing governance, enterprise product strategy, and commercial execution

Craig is one of those Product leaders who knows how and what to deliver, because he can get to the why. Strategically aware, he allows the right folk around him to do their thing, whilst ensuring the big picture is always in focus. Ever ready to discuss and share experience and expertise, he's a natural leader who appreciates the subtleties of tempo and tone.

It's been great to learn about this space from him. He sets a high bar and works with those around him to maintain it. A thoroughly nice man. Pleasure to work with. Makes my job easier.

— Head of Experience & AI, Energy and Data Intelligence Sector