

TOM MAPLES

Fractional CRO Services for B2B SaaS Startups

@ tom@fractionalrevenue.com <https://www.linkedin.com/in/tom-maples-7a461831> London, UK



RELEVANT EXPERIENCE

FR

Fractional Chief Revenue Officer

Fractional Revenue

01/2023 - Present

<https://fractionalrevenue.com/>

- Helped 10+ B2B SaaS startups and scale-ups grow, including: Memcyco, Forces Horizon, Toro Solutions, Big Atom, Instant Impact, Savvy Navy.

Submittable

Head of EMEA Expansion

Submittable

08/2023 - Present

<https://www.submittable.com/>

- Working with the CEO to establish the new remote EMEA expansion team for >\$50m revenue company.
- Achieved 200% growth in Y1 and on track for 150-200% growth in Y2.
- Team spans multiple verticals and mid-market, enterprise and govt, and with strategic partnerships.

REVCAT

Founder & CEO

Revenue Catalyst

06/2023 - Present

<https://revcat.ai/>

- Founded and launched RevCat, an AI-powered "revenue growth copilot" for founders.
- Designed to build a predictable revenue model for founders without a sales background.
- Engineered an out-of-the-box solution that aggregates data and provides proprietary analysis.

Chief Revenue Officer & Commercial Advisor

Mpowa

05/2023 - 01/2025

<https://www.mpowa.io/>

- Developed Go-To-Market strategy and established initial traction.

Head of Revenue (CRO)

X Cyber Group

07/2021 - 12/2022

<https://www.xcyber.group/>

- Spearheaded revenue growth by 130% year-over-year in the first year, and was on track for 200% in the second year.
- Built the company's first revenue engine from the ground up, recruiting, and leading a high-performing 8-person team.
- Implemented a metrics-driven sales process and GTM strategy that directly drove new business and market expansion.
- Launched two new product lines and forged a strategic partner network, creating new, sustainable revenue streams.

Strategic Account Development Executive (FSI - MuleSoft)

Salesforce

07/2019 - 08/2020

<https://www.salesforce.com>

- #1 Top ADE globally in 2020 (COVID)
- On the team that closed Salesforce's largest deal of 2020 with St James's Place, valued at £50M annually.
- Established strategic partnerships with McKinsey, Accenture, Deloitte, PwC, and Capgemini.

SUMMARY

Fractional CRO for B2B SaaS Startups:

I help B2B SaaS startups build scalable, repeatable revenue. With military leadership, Salesforce expertise, and startup experience, I've led GTM strategy and built teams across 10+ startups — delivering 100%+ YoY growth.

As a British Army Officer, I led 150+ people in high-pressure environments, developing resilience and strategic focus. At Salesforce, I built a strong foundation in data-driven, enterprise sales. I bring both to early-stage teams, helping founders scale faster and smarter.

As a Fractional CRO, I partner with founders to define GTM strategy, close early customers, build full-funnel sales engines, and secure seven-figure deals. My hands-on, outcomes-driven approach suits startups not ready for a full-time CRO.

SKILLS

Leadership	Quota/Target Overachievement	
GTM Strategy	Forecasting	MEDDPICC
Value Propositions	Metrics-Driven Sales	
Predictable Revenue Generation		
KPI-Focused Team Development	CRMs	
New Customer Acquisition	New Regions	
Enterprise Customer Sales	Lead Generation	
Pre-Sales Resources	Team Recruitment	

INTERESTS

- Current affairs
- Fitness
- History
- Horse riding
- Kite surfing
- SCUBA Diving
- Motorcycles
- Sailing
- Skiing
- Travelling

RELEVANT EXPERIENCE

TurnKey

New Business Director

Turnkey LLC

05/2017 - 07/2019

<https://www.turnkey-llc.com/>

- Significantly contributed to 2000% growth in company revenue over two years, reaching \$10M.
- Led successful bid for US Department of Defence Special Operations Forces contract with a ceiling value of \$500,000,000.
- Established, managed, and expanded the company's Washington DC office.
- Working unsupported in remote, complex and (sometimes) high-risk countries: Iraq, Somalia, India etc



Commissioned Officer - Recon, Combat, Intelligence, Staff

British Army

09/2011 - 08/2017

<https://www.army.mod.uk/>

- Top 1-2% ranking in the entire army peer group.
- Ranked 1st out of 40 in immediate peer group.
- Achieved 4th position among 100 captains advancing to major rank.
- Created the British Armys first Instagram account (for recruitment).

EDUCATION



Economics & Politics BSc (Joint Hons)

University of Leeds

2008 - 2011



Regular Commissioning Course

Royal Military Academy Sandhurst

09/2011 - 08/2012

OFF THE BEATEN PATH

Custom Title

Date period

Custom Description

Marathon Des Sables

In 2019, I completed the Marathon des Sables (MDS), one of the world's toughest foot races—250 km over 6 days in 50°C Sahara heat. Competitors carry all food, medical supplies, and gear, sleeping in basic desert camps.

I ran in support of two causes close to me: my former regiment's veteran charity and The Urology Foundation, after losing my father to prostate cancer. The challenge helped raise £45,000.

It pushed my limits and sharpened the resilience and focus I bring to work.

Video diary: https://drive.google.com/file/d/1k-7RNxPs3Koyv8qVWg3gEOiMRcXMSFKc/view?usp=drive_link

Led horses on Trooping the Colour

I had the honour of leading a troop of horses in the Household Cavalry on Trooping the Colour—a surreal mix of tradition, ceremony, and hoping none of the horses misbehaved on live TV.

Qualified skydiver

Learned how to skydive with the US military in California. The photo was my first jump - in the army they don't bother with tandem jumps introductions... solo first!