

Nick Barraclough

Solutions Engineering and Pre-Sales Leader | Enterprise SaaS

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Dumfries, United Kingdom | Open to remote work, with travel | Full UK right to work, no visa sponsorship required

PROFILE

Solutions engineering and pre-sales leader with 11 years in B2B SaaS, including 4 years in solutions engineering and pre-sales (titled Solutions Consultant in the UK market). I build the function and I work the deals: technical discovery, solution and integration design, demo design, value engineering and pricing. At Mention Me I built the solutions discipline from nothing, and solutions-involved deals now deliver over 80 percent of new ARR each quarter. Five promotions in eight years, currently VP Product Commercialisation.

Hands-on with REST APIs, JSON, webhooks and front-end tag implementation, so I can scope and debug an integration in front of a client engineering team rather than escalating it. Strongest in martech, ecommerce and D2C SaaS. Trained in MEDDIC and SPICED.

Selected results: enterprise win rate raised from 15 percent to 27 percent; solutions-involved deals carried 2 to 6 times higher ACV (£30k to £150k against £12k to £25k); six-figure enterprise contracts closed with Huel, Gymshark, Adobe, Farfetch, Luxottica, Schuh, Center Parcs, LNER and Ennismore.

TECHNICAL AND SOLUTION SKILLS

Technical and integration: REST APIs, JSON, webhooks, Postman, API documentation review, integration scoping and debugging. JavaScript and HTML tag implementation, browser developer tools, front-end troubleshooting on live client sites.

Solutions engineering: Technical discovery, solution design, integration design for ecommerce and martech stacks, demo design and delivery, technical objection handling, presenting to both engineering and executive audiences.

Commercial engineering: Value engineering, ROI and business case modelling, forecasting and pricing model design, competitive positioning, deal qualification (MEDDIC, SPICED).

AI and automation: Co-designed and shipped an organisation-wide Claude-based agent and skills infrastructure with the Head of Engineering. Six production skills in daily use across Sales, CS, Product, Marketing and GTM; commercial reporting cycles cut from days to around 10 minutes.

Leadership: Built and led the solutions function. Line management of solutions and CS reports; active mentor to 12 or more across Sales and CS at any time (27 or more historically), producing 2 SDR to AE and 4 CSM to Senior CSM promotions, with 2 alumni now leading teams elsewhere.

EXPERIENCE

Mention Me | Series B referral and advocacy SaaS (martech / ecommerce) | London, United Kingdom | Jan 2018 - Present

Eight years, five promotions. Company grew from £3m to £11m ARR during tenure.

VP Product Commercialisation (Solutions, Pre-Sales, Product and GTM)

Mention Me | Jan 2026 - Present

1 direct report, 11 or more matrixed across Product, Engineering, Design and PMM. Approximately £11m ARR product line. Team-level commercial ownership across Sales and CS.

- Delivered 110% of new business ARR Q1 target and held churn to 11% below allowance. First quarter hitting both numbers in over 12 months, in my first quarter responsible for both.
- Own the solutions and enablement instruments that win and retain enterprise revenue, working the seam between Sales, CS, Product and Engineering.
- Specified and shipped a first-to-market capability in under three weeks (dark social attribution), now a primary technical differentiator in enterprise pitches and a retention proof point.
- Turn technical discovery, win and loss analysis and competitive intelligence into roadmap priorities and product positioning.

Solutions Consultant Team Lead (Solutions Engineering / Pre-Sales)

Mention Me | Jan 2025 - Jan 2026

1 direct solutions report. Full new business pipeline coverage across the enterprise segment.

- Raised enterprise win rate from 15 percent to 27 percent, an 80 percent relative uplift.
- Solutions-involved deals carried 2 to 6 times higher ACV, £30k to £150k against £12k to £25k, and delivered over 80 percent of new ARR per quarter.
- Closed multiple six-figure enterprise contracts across D2C, retail, hospitality and travel: Huel, Schuh, Adobe, Gymshark, Luxottica, Farfetch, Center Parcs, LNER and Ennismore.
- Led technical discovery and solution design on enterprise opportunities, scoping integrations against client ecommerce and martech stacks and resolving technical objections through the cycle.
- Embedded solutions engineering discipline across the commercial organisation and set GTM direction on positioning, pricing alignment and segmentation.

Senior Solutions Consultant (Senior Solutions Engineer / Pre-Sales)

Mention Me | Apr 2023 - Jan 2025

Senior individual contributor, enterprise segment. Cross-functional partner to Product, Marketing and CS.

- Promoted after 10 months. Owned enterprise pre-sales strategy and the technical and product roadmap presented to high-value prospects.
- Ran technical discovery and integration scoping with client engineering and marketing teams, including reviewing and debugging tag and API implementations during evaluation.
- Coached the consultant function on demo design and qualification, raising close rates and deal quality across the team.

Solutions Consultant (Solutions Engineer / Pre-Sales)

Mention Me | Jul 2022 - Apr 2023

First dedicated solutions hire. Built the pre-sales process for the commercial organisation.

- Moved from Strategy Manager to establish the solutions function from nothing. The demo process, sales materials, and forecasting and pricing model designed in this role are still in use across new and existing business today.
- Drove adoption of SPICED as the qualification standard across the sales team.

Strategy Manager (Commercial Strategy)

Mention Me | Mar 2021 - Jul 2022

Approximately £6m ARR portfolio, around 80 clients.

- Promoted from Senior Client Success Manager into a portfolio-wide strategic remit. Led Executive Business Reviews and technical webinars for senior client stakeholders.
- Rebuilt client segmentation and benchmarking, and built the playbook for account prioritisation and retention forecasting.

Senior Client Success Manager

Mention Me | Aug 2019 - Mar 2021

1 direct report. £6m ARR segment, £4m direct and £2m via report.

- Held 90 percent gross retention against a 70 percent target, sustained across shifting targets.
- Led the go-to-market build for Mention Me's second product line, defining target accounts and the selling approach with Sales. Named in Loyalty Magazine's Top 30 Under 40 for this launch.

Client Success Manager

Mention Me | Jan 2018 - Aug 2019

Portfolio of 120 or more clients. In-house referral marketing subject matter expert.

- Owned campaign configuration, technical setup, tuning and revenue expansion across the portfolio. Joined from a pre-product-market-fit startup to build depth inside a scaling business with a proven product.

Criteek | Early-stage SaaS, shopper-generated video reviews | London, United Kingdom | Apr 2015 - Jan 2018

Managing Director, Europe

Criteek | Apr 2015 - Jan 2018

Full P&L for the European business. Zero-to-one operator across product, engineering, sales, onboarding and customer success.

- Built the European business from scratch: defined the product proposition, closed the first European customer, and ran every commercial and operational function hands-on, including product specification and client-side implementation with engineering.
- The company did not reach product-market fit and wound down in 2018.

EARLIER CAREER

Operations Manager | Aaron Tyle Running Club, London, United Kingdom | [ADD START] - [ADD END]

Scaled the business from 3 to 26 locations and from 85 to 950 members.

Founder | therunningshoereview.co.uk | 2013 - 2018

Founded and ran an independent product review and publishing site alongside full-time work.

Personal Trainer | Self-employed, London, United Kingdom | [ADD START] - [ADD END]

EDUCATION, CERTIFICATIONS AND TRAINING

BSc Sport and Exercise Science | Nottingham Trent University | 2007 - 2010

MEDDIC | SPICED | Certified Customer Success Manager | Selling for Impact | Circl: Leader as a Coach | Stepping into Management

CORE COMPETENCIES

Solutions Engineering | Solutions Architecture | Sales Engineering | Pre-Sales | Presales | Technical Pre-Sales | Solutions Consulting | Enterprise SaaS | Martech | Ecommerce | E-commerce | D2C | DTC | SaaS Integrations | Sales Enablement | Team Leadership | Cross-functional Leadership