

Chris Bartik.

Founder · Growth & Marketing Executive · B2B SaaS

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Founder, executive, and hands-on operator with 20+ years building and growing B2B SaaS companies. I lead marketing as a growth driver, not a service desk, pairing decades of go-to-market judgment with AI to ship products and pipeline that move the number. Seeking a senior growth or marketing leadership seat (VP, Head of, CMO); open to fractional and advisory work.

For most of my career, the best ideas died waiting on budget, developers, and time. That constraint is gone. Now the edge is judgment: knowing which ideas to build, and putting AI in experienced hands.

EXPERIENCE

Instasite *Founder* 2025 - Present

- Founded and built an AI-native website and lead-capture product for pool builders, spun out from Poologics; own the model end to end: product, go-to-market, delivery, and the underlying AI systems.
- Built the flagship "Free Homepage Redesign" motion, which auto-generates a live redesigned homepage from a prospect's existing site, driving **~2x customer acquisition at roughly half the CAC**.

Inboundist Consulting *Founder & Principal Consultant* 2015 - Present

- Consulting practice serving dozens of B2B SaaS startups and growth-stage companies: marketing strategy, demand generation, and getting sales and marketing aligned around a single number.
- Today the focus is fractional CMO, leadership and advisory work at the intersection of growth and AI.

Poologics (acquired by Skimmer) *Co-Owner · COO · CMO* 2019 - 2026

- Co-owned and ran a bootstrapped pool-industry SaaS day to day across marketing, product, and operations.
- Built the demand-gen engine and HubSpot backbone, set the product roadmap, ran hiring and the P&L, and generated the qualified pipeline that funded the business.

Zilker Partners *Growth & Marketing Strategist · Head of Operations* 2021 - 2025

- Helped multiple B2B companies build their marketing engines from the ground up, partnering with founders and internal teams on strategy, execution, and the data behind what was and wasn't working.
- Built the agency's own operational backbone (pricing, packaging, process) and hired, coached, and grew a team of strategists, account managers, and specialists into their own leadership.

EARLIER LEADERSHIP

Gemalto (now Thales) · VP Marketing, CloudEntr Product Line 2013 - 2015

IronStratus (acquired by Gemalto) · Director of Marketing and Product Management 2010 - 2013

ShoreTel · Sr. Marketing Manager, Cloud Division 2012 - 2013

CrownPeak Technology · Director of Marketing 2006 - 2010

SicolaMartin (Y&R) & Vignette (OpenText) · Agency & marketing roles 1996 - 2006

SELECTED PRODUCTS · HANDS-ON AI

Instasite: AI growth engine that scrapes a prospect's site and auto-generates a full homepage redesign; became its own company and the hook behind a new cold-outbound motion.

Pool Visualizer: a client conversion tool where a homeowner uploads a photo of their backyard, sees an AI rendering of their dream pool, and requests an instant estimate. **~38% lift in conversions** across early pilot clients.

imgCRUSH: bulk-converts HEIC/HEIF/AVIF to optimized WebP in a single pass; saves the team hours every week.

Screensize Studio: responsive-preview tool that replaced paid tooling costing hundreds per month.

AREAS OF EXPERTISE

Marketing Leadership (team building, strategy, owning the number) · **Growth & Demand Gen** (paid, content, SEO, ABM, email) · **Product & GTM** · **AI in Marketing** · **Marketing Ops** (HubSpot) · **Operations & P&L** · Bootstrapped operator's bias for shipping

WHO I'D LIKE TO MEET · BEST INTRODUCTIONS

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| ✓ Founder-led B2B SaaS companies (\$2M to \$50M ARR) | ✓ Teams looking for a fractional CMO or growth executive |
| ✓ CEOs modernizing marketing and GTM with AI | ✓ Investors who need an operating advisor |