



Virtana Increases SaaS Revenue by 500% Through Strategic Marketing & Leadership

Strategic Growth at Virtana

Virtana is a leading multi-cloud management provider, delivering solutions that optimize IT operations and cloud performance. Their platform offers visibility, control, and actionable insights, empowering businesses to manage cloud complexity and scale efficiently.

Challenges

Demand Generation Struggles:

Driving high-quality leads across multiple channels was essential but complex, requiring a refined strategy to engage decision-makers.

Revenue Growth Targets:

Virtana aimed to rapidly scale SaaS product sales, increase recurring revenue, and improve portfolio-wide conversion rates to drive sustainable growth

Funnel Inefficiencies:

Optimizing conversion rates throughout the funnel while driving product-led adoption was a top priority to maximize impact.

Intense Competition:

Operating in a crowded cloud management market, Virtana had to stand out against major players like VMware and Microsoft.

Talent Gaps & Suboptimal Utilization:

Team skills were mis-aligned with strategic goals, impeding efficiency and growth initiatives.

RESULTS AT A GLANCE



5x

SaaS Sales Growth



200%

ARR Growth Year-over-Year



35%

Funnel Conversion Increase



23%

Operational Cost Savings



15x

Total Pipeline Growth





Why you should hire Christina Richards

With over 20 years of experience in technology marketing, I've guided both Fortune 500 companies and Silicon Valley startups to achieve transformative growth. At TheCMOplus.com, I offer fractional CMO services, board-level evaluations, and go-to-market coaching, tailored to meet business goals.

As a recognized thought-leader in AI and marketing, I bring innovative strategies and deep industry insights, showcased in publications like Wired and Connected World. My book, The Seismic CMO, offers actionable frameworks for driving growth and staying competitive in today's rapidly evolving market.



How I Drove Results at Virtana:

Transformed Virtana's marketing by executing a multi-channel strategy, driving sustainable growth across critical areas:

Demand Generation Engine:

Built a high-performing engine that boosted pipeline by 15x while improving conversion rates by 35%, contributing to a 200% increase in ARR.

SaaS Product Expansion:

Launched Virtana's first PLG strategy, driving 71% growth YoY, contributing to new SaaS sales increasing 5x in the first year.

Optimized Marketing Channels:

Leveraged ABM and predictive AI tools to grow B2B SaaS revenue by 50% in 18 months while reducing operational costs by 23%.

Industry Visibility:

Amplified Share of Voice (SOV) by 62% and secured 25 industry awards, including "Top Cloud Management Software."

Strategic Talent Realignment:




Reconfigured team roles and hired in new talent, significantly boosting efficiency and accelerating growth targets.

What the client said:

"Christina's marketing leadership and expertise transformed Virtana. Her **PLG strategy** and ABM campaigns elevated our market position, driving **unprecedented SaaS growth** and long-term success."

**Unlock SaaS Growth –
Book Your Strategy Call Today**

CONNECT

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