

Eric Do Couto

Head of Marketing · B2B SaaS and AI-native GTM

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SUMMARY

Head of Marketing at Visualping, the web-monitoring platform used by 2M+ people and 85% of the Fortune 500. I lead B2B SaaS marketing across content, growth, launches and positioning, and I build the AI agent systems it runs on.

EXPERIENCE

Head of Marketing, Visualping

Sep 2024 – present

Senior Partnerships Marketing Manager

Jan – Sep 2024

- Doubled annual signups in my first full year, 2025 vs 2024.
- Grew signups another 19% in 2026, Jan–Sep vs 2025.
- Built the agent-run content engine; blog signups up 47%.
- Lead growth operations, brand positioning and press.
- Led launches for Visualping Reports, the MCP server and ChatGPT app.

Director of Growth, Caddy

Feb 2023 – Jan 2024

- Grew the customer base 300%+ in my first five months.
- Led go-to-market across demand gen, content, events and partnerships.
- Closed net-new partnerships and accounts.

Senior Growth Marketing Manager, myBlueprint (SpacesEDU)

Sep 2022 – Feb 2023

Growth Marketing Manager

Nov 2020 – Aug 2022

- Grew registrations and monthly active users 10x+.
- Ran 100+ user interviews and led a team of two.
- Launched the Growth Over Grades podcast and the first Future Ready conference.

Digital Marketing Specialist, Microdea

Aug 2017 – Nov 2020

- Built the lead-to-customer funnel on Salesforce, Stripe and ChurnZero.
- Ran marketing automation in HubSpot and Salesforce.

SELECTED WORK

- **The content engine.** Program, Visualping blog, 2024–now.
- **The \$274 CI Stack.** Workshop, Product Marketing Summit, San Francisco, Sep 10, 2026.
- **A page changed between reviews. Who needs to know?** Workshop, Pharma CI USA, Newark, Sep 17, 2026.
- **Competitor Monitoring Report.** Data study, H1 2026 edition, Jul 3, 2026.
- **The End of FOMO.** Press briefing and series, Information agents, May–Jun 2026.
- **Visualping for AI agents.** Launch, MCP server and ChatGPT app, May 2026.
- **Visualping Reports launch.** Product launch, Email series and webinar, Mar 2026.

WRITING AND FEATURES

- Author page, Visualping blog.
- Author page, Competitive Intelligence Alliance.
- Alumni spotlight, May 2026, Clay University.

SKILLS AND TOOLS

B2B SaaS marketing leadership, go-to-market strategy, product-led growth, content and SEO, paid search, lifecycle and marketing automation, competitive intelligence, partnerships, events, AI agent workflows.

Claude Code, Codex, n8n, Clay, HubSpot, Salesforce, Customer.io, Google Ads, GA4, Search Console, SQL, Strapi, Figma.

EDUCATION

York University, Bachelor of Administrative Studies, Honours in Marketing.