

Dan McDermott

Positioning, Messaging & Content Strategy

Ex-CMO at Vouris · Former Head Copy Coach at Kopywriting Kourse · 15 years across 150+ brands

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Marketing strategist and copywriter who helps B2B SaaS and founder-led brands **figure out what they're actually trying to say** — then builds the positioning, content, and email systems to say it. Diagnostic by nature, copy-first by training, with a 15-year track record across enterprise brands, venture-backed SaaS, and independent founders.

SELECTED PAST CLIENTS Ahrefs · The Hustle · NOCD · Hyros · Disney · Marvel · YETI · Ben & Jerry's · Century 21 · Lemon.io · WeBoost · Forex.com · Alpha Paw · USAID · UNRWA

EXPERIENCE

Founder & Principal — Stick & Grow

2024 – Present

AI-enabled content studio for B2B SaaS and founder-led brands · San Diego, CA

- Built a founder-led content system that combines AI workflows, editorial direction, and distribution — currently in use by ~12 founders to produce thought-leadership content at scale.
- Operate as embedded marketing leadership for SaaS clients: positioning, content engines, email programs, and sales enablement assets.
- Design and ship AI-assisted content pipelines (research, drafting, editing, distribution) that replace what used to take a team of three.

Chief Marketing Officer — Vouris

2021 – 2024

B2B sales consultancy building repeatable sales processes and in-house teams for early-stage SaaS

- Owned the full marketing function — brand, website, content, email, demand gen, partnerships, and sales enablement — and managed a remote team of writers, video editors, and designers.
- Built and ran a productized sales-copywriting training delivered to **50+ SaaS sales teams**, including Hyros, Monograph, Review Wave, RocketReach, WeTravel, Storewise, Proven, CyberReady, and Zen Healthcare IT.
- Co-designed the weekly webinar engine that became a primary acquisition channel for Vouris and was productized for client sales teams.
- Coached client sales teams on every written sales motion — cold email, follow-ups, objection handling, proposal language — turning Vouris's copy frameworks into operator-level skill.

Head Copy Coach — Kopywriting Kourse (Neville Medhora)

2018 – 2021

Flagship copywriting program with thousands of members across SaaS, DTC, and freelance

- Co-hosted weekly Office Hours with Neville Medhora for two years; coached **1,000+ marketers, founders, and copywriters** across SaaS, DTC, agency, and nonprofit.
- Led or directed copy and landing page work for **Ahrefs, The Hustle, YETI, and Alpha Paw** through the program's client and member channels.
- Created the program's cold sales email course; wrote a significant portion of the public blog and authored long-form guides on case studies, hooks, sales pages, and target customer profiling.
- Ran the program's email marketing and sales campaigns, including the annual Black Friday campaign.

Founder & Principal — Stick & Grow (Consultancy)

2011 – 2018

Independent positioning, copy, and content consultancy — 100+ engagements

- Selected engagements include chatbot and messaging campaigns for Disney, Marvel, and Ben & Jerry's (2016); brand voice and content work for NOCD and Junk Car Medics; and retainer relationships across SaaS, DTC, and fintech.
- Built long-running client relationships with fintech (FXCM, Forex.com) and nonprofit clients (UNRWA, USAID) — recognized for diagnostic clarity and over-delivery.

Earlier: Market Analyst & Grant Writer at 8 Circle Energy (LED consultancy) and Remote Energy Solutions (cleantech for mining) · Programme Associate, UNRWA — United Nations. 2008 – 2012

EDUCATION

University College London — MSc, Public Policy 2008

Tufts University — BA, International Relations 2007

SKILLS & TOOLS

Strategy: Positioning · Messaging · Content strategy · Email & lifecycle · Sales enablement · Fractional marketing leadership

Stack: HubSpot · GA4 · Webflow · Beehiiv · Instantly · Notion · Claude · ChatGPT · AI content workflows