

Bespoke UK SaaS & FinTech Commercial Hiring Signal Pack

Prepared Exclusively For: Live Digital Recruitment (<https://live-digital.co.uk/>) | Focus: UK SaaS, FinTech & AI Sales, RevOps & GTM Headhunting | Generated: 24 October 2026 (UK Time)

Why This Pack Was Built for Live Digital: Every consultant at Live Digital recruits exclusively across SaaS and software (SDRs, BDRs, Enterprise AEs, CSMs, RevOps Managers, VP Sales & CROs) across London, Manchester, Bristol, and the wider UK. Rather than sending raw news headlines, **SignalPulse UK** delivers **fully enriched, ready-to-contact buying triggers**: verified Seed–Series B capital rounds, named commercial decision-makers, live careers-page hiring verification, and copy-paste outreach sequences pre-written around Live Digital's **73% repeat client rate, 2:1 CV-to-interview ratio, and 5-day shortlist speed**.

Executive Summary: 5 Verified UK SaaS & FinTech Commercial Triggers (£95.8m Raised)

#	UK Scaleup & Hub	Verified Buying Trigger	Named Decision-Makers	Verified Commercial / GTM Need
01	LemonEdge London, UK & New York, US	£15.8m (\$21m) Series A + Dual C-Suite Commercial Appointments 29 July 2026	Katharine Briggs (Chief Growth Officer / Chief Client Officer); David T. O'Malley (Chief Executive Officer & Board Chair)	A newly appointed Chief Growth Officer (Katharine Briggs) backed by £15.8m from Blackstone & BNY is in her prime 90-day window to build out her UK/EMEA Enterprise AE, Solutions Consultant, and RevOps bench.
02	Cognitive Credit Belle House, Hudson's Place, Victoria, London SW1V 1JT	£29.8m (\$40m / €35.73m) Growth Investment + DealConnect Launch 22–23 October 2026	Robert Slater (Founder & Chief Executive Officer)	This \$40m Summit Partners round closed 48 hours ago (22 Oct 2026). Cognitive Credit is actively hiring in its Commercial & Client Success function in London right now and expanding its sales engine for DealConnect.
03	Ryft Manchester & London, UK (84 employees, +82.6% YoY headcount growth)	£20.0m (€23m) Series B — Largest UK Payments Series B of 2026 17–18 September 2026	Alex Mackenzie (Co-Founder & Managing Director (Leads Commercial Growth)); Dom Mackenzie & Anthony Aslan (Commercial Director (Dom Mackenzie) & Director of Demand Generation (Anthony Aslan))	Live Digital explicitly highlights scaling Series A/B FinTech & SaaS commercial teams in Manchester and London. Ryft is actively building out player-coach Sales Team Leads and Enterprise AE pods right now.
04	Mindgard London & Lancaster, UK + Boston, US (39 employees, +62.5% YoY headcount growth)	£22.0m Series A + Active Enterprise GTM Team Expansion 14–19 August 2026	James Brear (Chief Executive Officer); Fergal Glynn & Alex R. (Chief Marketing Officer (Fergal Glynn) & Head of Sales Development (Alex R.))	Mindgard has 13 UK staff across London/Lancaster and just raised £22m Series A from tier-1 deep-tech VCs (IQ Capital, Lakestar, .406 Ventures) to transition from Fortune 500 design partners to full-scale enterprise commercial rollout.
05	Intropy London, UK (Expanding to New York, US)	£8.17m (\$11m) Seed Round + Transatlantic Expansion 31 July 2026	Franziska Kirschner (Co-Founder & Chief Executive Officer); YihKai Teh (Co-Founder & Chief Technology Officer)	Having already processed \$10bn+ in parts demand with >10x customer ROI and fresh backing from Felix Capital & General Catalyst, Intropy is at the exact Seed-to-Series A inflection point where founders hire their first dedicated commercial GTM, Product, and Customer Success leads in London.

How SignalPulse UK Works for Your Desk (Commercial Progression)

Stage	Deliverable Cadence & Scope	Commercial Terms	Expected Desk ROI
Step 1: Free Proof Pack (This Dossier)	5 deeply enriched UK SaaS/FinTech accounts with verified decision-makers, hiring signals & 2-step sequences.	£0 (Free Sample)	ImmediateBD outreach today to 5 funded UK scaleups.
Step 2: 14-Day Desk Pilot	25 bespoke enriched UK SaaS/FinTech/AI signals delivered across 2 weeks (PDF Dossiers + CSV/CRM import + sequences).	£495 One-Off Pilot	1 booked client brief covers the pilot 25x over.
Step 3: Managed Retainer	Daily 08:00 UK morning signal feed + weekly executive dossiers + custom role/city tracking (London, Manchester, Bristol, etc.).	£2,000 / month	Just 1 SaaS AE placement (£15k–£25k fee) pays for 8–12 months.

SIGNAL #1 (SIG-UK-008): LEMONEDGE — £15.8m (\$21m) Series A + Dual C-Suite Commercial Appointments

Company & Website	LemonEdge — https://www.lemonedge.com/	Trigger Date	29 July 2026
Sector & UK Hub	FinTech / Private Markets Fund Accounting SaaS (London, UK & New York, US)	Careers / Source	https://www.lemonedge.com/about/careers
Verified Funding & Trigger Event	Raised \$21m (£15.8m) Series A led by Blackstone Innovations Investments, joined by BNY (NYSE: BNY) and Sidekick Partners, bringing total funding past \$30m. Source: https://www.lemonedge.com/news/lemonedge-raises-21m-series-a-led-by-blackstone-joined-by-bny		
Verified Commercial & GTM Hiring Need	Active expansion across Sales, Marketing, Implementation, and Engineering (lemonedge.com/about/careers). Recent commercial hiring benchmarks include Hunter-style Enterprise Account Executives (\$250k–\$750k ACV private equity & fund admin deals, \$1.5m–\$2m ARR quota, Pipedrive CRM) and EMEA/US GTM delivery specialists.		
Why Live Digital Wins This Brief	A newly appointed Chief Growth Officer (Katharine Briggs) backed by £15.8m from Blackstone & BNY is in her prime 90-day window to build out her UK/EMEA Enterprise AE, Solutions Consultant, and RevOps bench.		

Named Decision-Maker	Verified Role	Public Verification Source & Commercial Mandate
Katharine Briggs	Chief Growth Officer / Chief Client Officer	Source: Official LemonEdge Series A Press Release & Team Page (lemonedge.com/about/team) Mandate: Appointed July 2026 to lead global go-to-market strategy, commercial delivery, and client expansion across EMEA and North America.
David T. O'Malley	Chief Executive Officer & Board Chair	Source: Official LemonEdge Announcement (29 Jul 2026) — former President of Numerated Growth Technology (sold to Moody's Analytics) Mandate: Scaling global enterprise fintech sales and international GTM execution.
Gareth Hewitt	Founder & Director	Source: LemonEdge Team Page (lemonedge.com/about/team) Mandate: London-based founder overseeing product and UK domain leadership.

READY-TO-SEND STEP 1 (EMAIL FOR LIVE DIGITAL CONSULTANT) | Subject: Scaling LemonEdge's EMEA commercial team post-Blackstone Series A

Hi Katharine,

Congrats on stepping in as Chief Growth Officer alongside the \$21m Series A with Blackstone Innovations and BNY.

At Live Digital, we work exclusively in UK SaaS & FinTech commercial headhunting (73% repeat client rate, 5-day average brief-to-shortlist). When private-markets SaaS platforms scale \$250k–\$750k ACV enterprise motion across London and New York, the hardest bottleneck is finding Enterprise AEs and Solutions Consultants who already understand fund administration, GP/LP workflows, and C-suite CFO/COO sales cycles.

We currently have 3 passive London-based Enterprise FinTech AEs and a Senior RevOps Lead in our network who have sold complex back-office/fund-accounting SaaS into Tier-1 asset managers.

Worth a quick 10-minute chat this week to map out your Q4/Q1 EMEA commercial hiring plan?

Best regards,
[Consultant Name] | Live Digital SaaS Recruitment

READY-TO-SEND STEP 2 (LINKEDIN CONNECTION / INMAIL FOLLOW-UP — DAY 3)

Hi Katharine — sent you a quick note on email. Huge congrats on the \$21m Blackstone/BNY round and your appointment as CGO at LemonEdge. We headhunt Enterprise AEs, Solutions Consultants & RevOps talent exclusively for UK FinTech/SaaS scaleups (5-day shortlist turnaround). Open to connecting in case EMEA commercial hiring is on your Q4 radar?

SIGNAL #2 (SIG-UK-001): COGNITIVE CREDIT — £29.8m (\$40m / €35.73m) Growth Investment + DealConnect Launch

Company & Website	Cognitive Credit — https://cognitivecredit.com/	Trigger Date	22–23 October 2026
Sector & UK Hub	FinTech / Institutional Credit AI & Analytics SaaS (Belle House, Hudson's Place, Victoria, London SW1V 1JT)	Careers / Source	https://cognitive-credit.factorial.com/
Verified Funding & Trigger Event	Completed \$40m (€35.73m / £29.8m) strategic growth investment led by Summit Partners with participation from ETFS Capital to accelerate US & UK commercial expansion and launch DealConnect. Source: https://cognitivecredit.com/blog/cognitive-credit-announces-40-million-strategic-growth-investment		
Verified Commercial & GTM Hiring Need	Verified live job board (cognitive-credit.factorial.com) shows active hiring in the Commercial & Client Success division right now, including 'Client Success Information Analyst (Commercial — London Hybrid & Remote)' alongside Financial Credit Analysts and Market Data Analysts, plus stated US/UK commercial team expansion for the DealConnect product rollout.		
Why Live Digital Wins This Brief	This \$40m Summit Partners round closed 48 hours ago (22 Oct 2026). Cognitive Credit is actively hiring in its Commercial & Client Success function in London right now and expanding its sales engine for DealConnect.		

Named Decision-Maker	Verified Role	Public Verification Source & Commercial Mandate
Robert Slater	Founder & Chief Executive Officer	Source: Cognitive Credit Official Press Release (22 Oct 2026) & LinkedIn (uk.linkedin.com/in/robert-douglas-slater) Mandate: 20+ year buy-side/sell-side credit veteran leading global commercial scaleup (~50+ staff across London & US) and the DealConnect private-issuer launch.

READY-TO-SEND STEP 1 (EMAIL FOR LIVE DIGITAL CONSULTANT) | Subject: Summit Partners \$40m round / scaling Cognitive Credit's London Commercial & CS team

Hi Robert,

Congratulations on closing the \$40m growth investment with Summit Partners and ETFS Capital this week — exciting moment ahead of the DealConnect rollout.

I noticed you are already recruiting in the Commercial division in London (including Client Success Information Analysts) while preparing to scale UK and US institutional adoption. At Live Digital, we specialise exclusively in SaaS & FinTech commercial recruitment across London — placing quota-carrying Enterprise AEs, Client Success Managers, and RevOps leads with a 2:1 CV-to-interview ratio.

Because we headhunt passive commercial talent out of capital-markets and financial-data SaaS vendors, we typically deliver a vetted shortlist within 5 working days.

Are you or your commercial lead open to a brief 10-minute intro next week as you build out the post-Summit commercial bench?

Best regards,
[Consultant Name] | Live Digital SaaS Recruitment

READY-TO-SEND STEP 2 (LINKEDIN CONNECTION / INMAIL FOLLOW-UP — DAY 3)

Hi Robert — huge congratulations on the \$40m Summit Partners announcement this week! Saw you're actively expanding the Commercial & Client Success team in Victoria ahead of the DealConnect launch. We headhunt Enterprise AEs, CSMs, and GTM leaders exclusively for UK FinTech & Data SaaS scaleups. Would love to connect.

SIGNAL #3 (SIG-UK-002): RYFT — £20.0m (€23m) Series B — Largest UK Payments Series B of 2026

Company & Website	Ryft — https://www.ryftpay.com/	Trigger Date	17–18 September 2026
Sector & UK Hub	FinTech / Embedded Marketplace Payments SaaS (Manchester & London, UK (84 employees, +82.6% YoY headcount growth))	Careers / Source	https://www.glassdoor.co.uk/job-listing/?jl=1010288224729
Verified Funding & Trigger Event	Raised £20m Series B led by Gresham House Ventures (Rohit Mathur & Hamza Rafiq), with Pembroke VCT, Ingenii Capital, and PXN Ventures (NPIF II) after tripling processing volume across 6,500+ businesses. Source: https://www.ryftpay.com/blog/ryft-secures-20m-series-b-to-fuel-european-and-us-expansion		
Verified Commercial & GTM Hiring Need	14 active job postings and +82.6% YoY workforce growth. Verified live commercial hiring includes 'Sales Team Lead' (player-coach managing Account Executives, C-suite pitching, and CRM pipeline discipline in Manchester & Greater London) plus Senior AEs and BDRs to move upmarket into enterprise platforms.		
Why Live Digital Wins This Brief	Live Digital explicitly highlights scaling Series A/B FinTech & SaaS commercial teams in Manchester and London. Ryft is actively building out player-coach Sales Team Leads and Enterprise AE pods right now.		

Named Decision-Maker	Verified Role	Public Verification Source & Commercial Mandate
Alex Mackenzie	Co-Founder & Managing Director (Leads Commercial Growth)	Source: Ryft Official Series B Blog (ryftpay.com) — explicitly named as leading commercial growth and acquiring bank partnerships. Mandate: Driving Ryft's move upmarket into enterprise marketplaces and European expansion.
Dom Mackenzie & Anthony Aslan	Commercial Director (Dom Mackenzie) & Director of Demand Generation (Anthony Aslan)	Source: Ryft Verified Executive Roster & James Clay (promoted to Sales Team Lead, Sep 2026) Mandate: Scaling Manchester & London Account Executive pods, CRM governance, and C-suite enterprise outbound.
Sadra Hosseini	Co-Founder & Chief Executive Officer	Source: Gresham House Ventures & Ryft Series B Press Releases (Sep 2026) Mandate: Overall international expansion across UK, EU (MFSa licence), and US.

READY-TO-SEND STEP 1 (EMAIL FOR LIVE DIGITAL CONSULTANT) | Subject: Ryft's £20m Series B / scaling Enterprise AEs & Sales Team Leads in Manchester & London

Hi Alex,

Congrats to you and Sadra on closing the £20m Series B with Gresham House Ventures — tripling processing volume across 6,500+ businesses is a massive milestone.

Saw that Ryft is now moving decidedly upmarket into enterprise platforms and actively hiring Sales Team Leads and Account Executives across Manchester and London. At Live Digital, we are specialist SaaS & FinTech sales headhunters with deep passive candidate networks in both Manchester and London.

Whether you and Dom are looking for player-coach Sales Team Leads or quota-carrying Enterprise AEs who have sold embedded payments/PayFac infrastructure to C-suite marketplace buyers, we deliver a 2:1 CV-to-interview shortlist in 5 working days.

Open to a quick 10-minute call this week to share a few Manchester and London FinTech AE profiles currently on our radar?

Best regards,
[Consultant Name] | Live Digital SaaS Recruitment

READY-TO-SEND STEP 2 (LINKEDIN CONNECTION / INMAIL FOLLOW-UP — DAY 3)

Hi Alex — congrats on Ryft's £20m Series B with Gresham House! Saw you and Dom are scaling the Sales Team Lead & Enterprise AE pods across Manchester and London as you move upmarket. Live Digital recruits exclusively for UK SaaS & FinTech revenue teams across the North West and London. Great to connect!

SIGNAL #4 (SIG-UK-004): MINDGARD — £22.0m Series A + Active Enterprise GTM Team Expansion

Company & Website	Mindgard — https://mindgard.ai/	Trigger Date	14–19 August 2026
Sector & UK Hub	AI Cybersecurity / Enterprise Offensive AI Security SaaS (London & Lancaster, UK + Boston, US (39 employees, +62.5% YoY headcount growth))	Careers / Source	https://mindgard.ai/about
Verified Funding & Trigger Event	Raised £22m Series A backed by Album VC, Karma Ventures, .406 Ventures, Atlantic Bridge, IQ Capital, and Lakestar to scale its enterprise AI red-teaming and runtime protection platform. Source: https://www.uktech.news/funding/uk-tech-funding-roundup-this-weeks-deals-from-cambridge-aerospace-to-fla-irmakers-20260814		
Verified Commercial & GTM Hiring Need	62.5% YoY headcount growth (+8.3% monthly growth) following the £22m Series A. Actively expanding its UK and US go-to-market organisation (selling to Fortune 500 CISOs across finance, healthcare, and tech) alongside UK software & ML engineering.		
Why Live Digital Wins This Brief	Mindgard has 13 UK staff across London/Lancaster and just raised £22m Series A from tier-1 deep-tech VCs (IQ Capital, Lakestar, .406 Ventures) to transition from Fortune 500 design partners to full-scale enterprise commercial rollout.		

Named Decision-Maker	Verified Role	Public Verification Source & Commercial Mandate
James Brear	Chief Executive Officer	Source: Mindgard About Page & CEO Announcement (mindgard.ai/about) — former CEO of Swimlane, Veriflow & Procera. Mandate: Scaling Mindgard from Lancaster University spinout into Fortune 500 enterprise deployment across the UK and US.
Fergal Glynn & Alex R.	Chief Marketing Officer (Fergal Glynn) & Head of Sales Development (Alex R.)	Source: Mindgard Official Team Page & LinkedIn GTM Expansion Post (19 Aug 2026) Mandate: Leading CISO demand generation, SDR outbound, and commercial GTM expansion (recently onboarded Julie Peterson & Dennis Cassidy to the GTM team in Aug 2026).
Dr Peter Garraghan	Founder & Chief Science Officer	Source: Mindgard About Page (mindgard.ai/about) — based in London, UK. Mandate: UK founder leading AI security research and UK technical/commercial presence.

READY-TO-SEND STEP 1 (EMAIL FOR LIVE DIGITAL CONSULTANT) | Subject: Scaling Mindgard's UK/EMEA enterprise security sales following the £22m Series A

Hi Fergal,

Congratulations to you, James, and Peter on Mindgard's £22m Series A and the recent GTM additions as you scale enterprise adoption for automated AI red-teaming.

Transitioning from Fortune 500 design partners to repeatable CISO & AppSec enterprise sales in the UK and Europe takes a very specific breed of cybersecurity Account Executive and SDR.

At Live Digital, we headhunt passive UK SaaS & Security commercial talent — from founding EMEA Enterprise AEs and Sales Engineers to technical SDRs — with an average 5-day turnaround from brief to shortlist and a 73% repeat client rate.

As you and Alex build out the next wave of UK/EMEA pipeline coverage post-Series A, would you be open to a quick 10-minute intro call this week?

Best regards,
[Consultant Name] | Live Digital SaaS Recruitment

READY-TO-SEND STEP 2 (LINKEDIN CONNECTION / INMAIL FOLLOW-UP — DAY 3)

Hi Fergal — congrats on Mindgard's £22m Series A and the rapid GTM momentum! We headhunt passive Enterprise AEs, Sales Engineers, and SDRs for high-growth SaaS & Cyber scaleups in London and across the UK. Would love to connect in case UK/EMEA commercial hiring is on the roadmap.

SIGNAL #5 (SIG-UK-009): INTROPY — £8.17m (\$11m) Seed Round + Transatlantic Expansion

Company & Website	Intropy — https://intropy.ai/	Trigger Date	31 July 2026
Sector & UK Hub	B2B Supply Chain AI / ERP Decision Automation SaaS (London, UK (Expanding to New York, US))	Careers / Source	https://intropy.ai/news-seed-funding
Verified Funding & Trigger Event	Raised \$11m (£8.17m) Seed round led by Felix Capital (Fabian Burnett Small), joined by Quiet Capital, General Catalyst, and firstminute capital after processing \$10bn+ in spare-parts demand with >10x customer ROI. Source: https://intropy.ai/news-seed-funding		
Verified Commercial & GTM Hiring Need	Actively hiring in London and New York post-\$11m Seed (Senior Software Engineers, Senior Data Scientists, and foundational commercial/deployment talent to support UK, European, and US spare-parts distributors, OEMs, and recyclers).		
Why Live Digital Wins This Brief	Having already processed \$10bn+ in parts demand with >10x customer ROI and fresh backing from Felix Capital & General Catalyst, Intropy is at the exact Seed-to-Series A inflection point where founders hire their first dedicated commercial GTM, Product, and Customer Success leads in London.		

Named Decision-Maker	Verified Role	Public Verification Source & Commercial Mandate
Franziska Kirschner	Co-Founder & Chief Executive Officer	Source: Official Intropy Seed Announcement (intropy.ai/news-seed-funding) — former Tractable AI leader & Oxford physicist. Mandate: Leading commercial scaleup across the UK, Europe, and the new New York office.
YihKai Teh	Co-Founder & Chief Technology Officer	Source: Official Intropy Seed Announcement (intropy.ai/news-seed-funding) — former Tractable AI inventor & UCL academic. Mandate: Leading London & NY engineering, ML research, and ERP deployment architecture.

READY-TO-SEND STEP 1 (EMAIL FOR LIVE DIGITAL CONSULTANT) | Subject: Intropy's \$11m Felix Capital round / foundational GTM & Product hiring in London

Hi Franziska,

Huge congratulations to you and YihKai on the \$11m round with Felix Capital, Quiet Capital, and General Catalyst — processing over \$10bn in parts demand with 10x customer ROI is extraordinary traction.

At Live Digital, we partner with category-defining UK B2B AI & SaaS founders from Seed through Series C to headhunt their foundational commercial, Product, and Customer Success hires in London.

Founders coming out of deep-tech backgrounds (like Tractable) tell us their biggest hiring challenge post-seed is finding commercial AEs, Solutions Consultants, and Product Managers who can sell and deploy complex ERP-integrated AI into traditional industrial and automotive enterprises.

We deliver vetted shortlists in 5 working days (2:1 CV-to-interview ratio). Open to a brief 10-minute chat next week as you scale the London and New York teams?

Best regards,
[Consultant Name] | Live Digital SaaS Recruitment

READY-TO-SEND STEP 2 (LINKEDIN CONNECTION / INMAIL FOLLOW-UP — DAY 3)

Hi Franziska — congrats to you and YihKai on Intropy's \$11m round with Felix Capital & General Catalyst! We help venture-backed London B2B AI & SaaS founders headhunt their foundational Commercial, Product, and Customer Success talent. Would love to connect as you scale across London, Europe, and New York.