

Breakthrough SaaS Growth

with The Jasons

A B2B SaaS podcast for founders, GTM leaders and Customer Success operators focused on retention, AI, customer value and post-sale growth.



**BREAKTHROUGH
SAAS GROWTH**
WITH THE JASONS

2,500+	120+	60+	7+
Subscribers	Episodes	Expert guests	Years running

About the show

Breakthrough SaaS Growth is a podcast for B2B SaaS leaders who care about what happens after the deal is signed. Hosted by Jason Noble and Jason Whitehead, the show explores retention, expansion, Customer Success, GTM alignment, AI in SaaS and the operating decisions that separate sustainable growth from noisy growth.

Audience

SaaS founders and CEOs Leaders working through growth, retention, expansion, customer value and the operating model needed to scale.	GTM and revenue leaders Commercial teams focused on pipeline quality, expansion, renewals, alignment and revenue outcomes.
Customer Success leaders Post-sale operators responsible for onboarding, adoption, retention, NRR and customer-led growth.	AI and SaaS operators People looking beyond hype to understand where AI changes workflows, trust, value and customer outcomes.

Topics we cover

Customer retention Churn reduction, retention discipline and customer value.	Net revenue retention Expansion, adoption and commercial outcomes.
Customer Success leadership What CS should own, influence and measure.	AI in SaaS Where AI creates value and where it exposes weak execution.
GTM alignment Sales, Product, Marketing and CS aligned around outcomes.	Buyer trust Credibility, proof and what modern SaaS buyers need to believe.

Credibility

Featuring conversations with leaders from Gainsight, GoCardless, ChurnZero, Totango, Phorest and Qualtrics XM Institute.

Sponsorship options

Packages are shaped around relevance, not forced inventory. We care about fit because the audience can smell a lazy pitch a mile off.

Episode sponsor Sponsor a relevant episode with a short host-read message, show-note link and social promotion.	Campaign partner Run a themed campaign across episodes, Shorts and LinkedIn content around a topic your market cares about.
Agency partner For PR and media agencies with relevant SaaS, fintech, AI or B2B technology clients who want credible podcast placement.	

Hosted by The Jasons



Jason Noble

Customer Success and SaaS growth leader with over 30 years in technology, post-sale leadership, digital transformation and customer-led growth.



Jason Whitehead

Customer Success and user adoption expert helping organisations maximise software value through adoption, onboarding and business outcomes.

Best-fit sponsors

Customer Success platforms Onboarding, adoption and retention platforms.	AI tools Tools for SaaS operators, GTM teams and customer-facing teams.
RevOps and analytics Revenue, product analytics, data and customer intelligence platforms.	SaaS advisory and community Consulting, research, recruitment and B2B SaaS community brands.

Promotion channels

Podcast Episode placement and host-read sponsor messages.	LinkedIn Episode launch posts, topic-led promotion and short clips.
YouTube Shorts and video-led distribution.	Website Sponsor links, show notes and partner visibility.

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Want to reach SaaS leaders who care about retention, AI, customer value and growth after the sale? Visit breakthroughsaasgrowth.com/sponsors to start a partnership conversation.