Jake Churcher

Head of Enterprise Tooling

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I productise services for tech companies, then price, position and launch them. Repeatable and profitable.

Jake Churcher is Head of Enterprise Tooling at Eficode, based in the UK. He has 17 years in IT services, 11 of them at Atlassian partners, and productises managed services, migration, sovereign SDLC and AI offerings for the UK, DACH, US and Nordic markets.

£2M
ARR from a managed support product I created

17
years in IT services, 11 at Atlassian partners

4
markets: UK, DACH, US and Nordics

50+
colleagues using my AI tools

Atlassian GitHub GitLab

Experience

Sep 2024 to present

eficode 2023 to present

Head of Enterprise Tooling | Eficode
Previously Head of Managed Services, UK and USA

Managed services products

- Created, launched and took to market a managed support product, now at **£2M** ARR.
- Product owner for the Managed Services line across Atlassian, GitHub and GitLab, packaged into three tiers with defined scope and SLAs.

Go-to-market and commercial

- Lead go-to-market and sales enablement: positioning, pricing, collateral and deal support.
- Scope and price managed service and migration deals to stay profitable.
- Lead **3+ regional leads** across UK, DACH, US and Nordic teams.
- Lead Tool Migrations and Consolidation, and Platform Cost Optimisation.

Sovereign, AI and M&A offerings

- Own Sovereign SDLC and built its public Navigator: **90+ tools** and **55 legislation entries**.
- Designed a sovereign AI offering for regulated European organisations, and co-own AI FinOps and Governance offerings.
- Created an M&A technology due diligence and integration offering for private equity firms.

IP and sales tools I built

- Pricing engine: a calculator that quotes a deal, then writes the proposal PDF and offer deck.
- Deck and PDF engines on Claude Code that turn notes into decks, used by **50+** colleagues.
- Account intelligence tool that maps public signals to the service catalogue, with citations.

Jan 2023 to Sep 2024	**Head of Product and Partner Marketing** | Eficode Joined Eficode when it acquired Clearvision • Owned propositions, enablement and go-to-market for managed and partner offerings. • Ran launches, messaging, market research and pricing input for managed services. • Led partner marketing with Atlassian, GitHub and GitLab: objectives, OKRs, hiring and budget.
	Clearvision Now part of Eficode. 8 years, support engineer to Head of Product
Jan 2022 to Jan 2023	**Head of Product** | Clearvision • Owned the product range: strategy, pricing, KPIs and launches. • Created and launched Total Support, managed support for Atlassian tools.
Feb 2021 to Jan 2022	**Technical Customer Success Manager** | Clearvision • Ran quarterly service reviews for strategic accounts and tracked uptime and SLAs.
Apr 2017 to Feb 2021	**IT Services and Operations Manager** | Clearvision • Ran IT support, hosting, disaster recovery and security, and led ISO 27001 certification.
Jan 2015 to Apr 2017	**Post Sales Support Engineer** | Clearvision • Second and third line support for Jira and Confluence customers, and pre-sales questions.
	Earlier roles
Jun 2013 to Jan 2015	**Senior Service Desk Analyst** | Kingfisher IT Services
Sep 2009 to Jun 2013	**Technical IT Support Engineer** | First Option Technologies
Jun 2007 to Sep 2009	**Showroom Advisor** | Homebase

Projects

Navigator	**Sovereign SDLC Navigator**. A public tool for EU sovereignty decisions: six levels, L0 to L5, mapped to DORA, NIS2 and the EU AI Act.
Koalr	**Koalr** (koalr.ai). A live AI visibility SaaS I built and run, with paying customers.
Claude Code	**Built with Claude Code**. A launch video I presented and edited with Claude Code.
Early AI, 2023	**Jira support bot**, a GPT-4 assistant for Atlassian support questions. Also a ChatGPT prompt hub.

Skills

Commercial	Productisation, pricing models, annual recurring revenue, go-to-market, product marketing, positioning, sales enablement, deal scoping, partner marketing
Services	Managed services, SLAs, support models, cloud migration, IT service management, ITIL, service desk, incident management, customer success
Platforms	Atlassian, GitHub, GitLab, AWS, Jira, Confluence, Jira Service Management, Linux
AI agents	Claude Code, ChatGPT, Gemini, Perplexity, MCP servers, AI agents and subagents, custom skills, Anthropic and OpenAI APIs, AI SDK
AI media	Higgsfield, Midjourney, Stable Diffusion, Sora, HeyGen, HyperFrames
Built with	Next.js, Vercel, Supabase, Clerk, Sentry, Python, FastAPI, Playwright, GitHub Actions

Certifications and education

Certifications	**Senior Product Manager**, Product School. AWS Business and Technical Professional. ISO 27001 implementation, BM TRADA. ITL Certification, IT Leaders. Service Desk Analyst, Service Desk Institute. Certified Blockchain Expert, Blockchain Council.
2007 to 2009	BTEC National Diploma, Computer Science, Double Merit, Eastleigh College