



Chris Endersby

BUSINESS LEADER · ENTREPRENEUR/FOUNDER

Most scale-up B2B brands sound interchangeable by the time they hit Series B. The founder's original conviction has been smoothed out by committee, the website reads like three competitors stitched together, and the sales team is selling on features because nothing else feels defensible. The cost shows up later, in pricing pressure, in hires who cannot articulate why they joined, and in a market that treats the company as a commodity.

Chris Endersby is a business psychologist and co-founder of Firestarter who helps scale-up B2B founders build brands that hold their distinctiveness under commercial pressure.

Chris Endersby's 2026 Biography

Why organisations work with Chris Endersby

- He treats a brand as an internal operating system before he treats it as a marketing asset, so the work changes how the leadership team behaves, not just how the company looks.
- The DARE methodology he co-developed at Firestarter gives founders a structured way to test whether their positioning is genuinely differentiated, authentic to the team, resonant with the buyer, and expressed consistently across every touchpoint.
- His background sits at the intersection of corporate change work at JP Morgan, KPMG, UBS and Barclays and front-line risk management in child safeguarding, which gives him a non-marketing read on how people actually respond to disruption and uncertainty.
- He is registered in both coaching psychology and psychotherapy, which means he can hold the harder conversations that surface when a founder's stated brand and the team's lived experience do not match.

Biography highlights

- Co-founder and COO of Firestarter, a London brand consultancy for purpose-led scale-up B2B businesses.
- Co-developer of the DARE methodology (Differentiation, Authenticity, Resonance, Expression).
- Corporate change and consulting experience with JP Morgan, KPMG, UBS and Barclays.
- Dual professional registration in coaching psychology and psychotherapy.
- Earlier career as a front-line child safeguarding practitioner, manager and researcher.

AVAILABLE FOR

- Coaching
- Consultancy
- Speaking

CHRIS'S SPEAKING THEMES

- Business Strategy & Growth
- Change Management
- Corporate Culture
- Customer Experience & Marketing
- Entrepreneurship
- Marketing & Branding

LANGUAGES: English

Biography

Scale-up B2B brands tend to fail in the same way. The founder's original conviction gets diluted in committee, the language drifts toward whatever the competitor set is saying, and the team can no longer explain in plain terms why a customer should choose them. Chris Endersby's work starts from that failure pattern, and from the observation that brand is rarely a marketing problem first. It is a leadership and behaviour problem that surfaces as a marketing problem.

Endersby co-founded Firestarter, a London consultancy that works with founders of scale-up B2B businesses to rebuild that conviction. Alongside his business partner he co-developed the DARE methodology, which moves a brand through four practical tests: is it genuinely Differentiated in its market, Authentic to the people who have to live it, Resonant with the audience it is trying to reach, and Expressed consistently in everything the company does. The methodology is designed to make brand work auditable rather than aesthetic.

His credibility for this work comes from an unusual stack. He has spent years inside corporate change programmes at JP Morgan, KPMG, UBS and Barclays, where he learned how large organisations actually metabolise new strategy. Before that he worked in child safeguarding as a practitioner, manager and researcher, which gives him a working understanding of risk, human behaviour under pressure, and the gap between what institutions say they do and what they do. He is registered in both coaching psychology and psychotherapy.

The result is a speaker who can sit in front of a founding team and ask the questions that brand agencies usually avoid: whether the leadership group actually believes its own positioning, where the team's behaviour contradicts the stated values, and what the cost of that contradiction is in hiring, pricing and retention.

Key speaking topics

- Brand differentiation for scale-up B2B
- Authentic positioning and purpose
- Founder-led brand strategy
- Organisational behaviour and brand
- Change and transformation in growth-stage businesses
- Coaching psychology applied to leadership teams

Ideal for

- Founders and CEOs of Series A to Series C B2B businesses approaching a rebrand or repositioning
- Chief marketing officers and brand leads inside scale-ups where the brand has outgrown its origin story
- Leadership teams preparing for a funding round, acquisition or international expansion where positioning is under scrutiny

Audience outcomes

- A clearer test for whether their current positioning is actually differentiated or just well-written
- A working understanding of why brand work fails when it stays inside the marketing function
- Specific questions to take back to their own leadership team about the

gap between stated values and lived behaviour

- A framework (DARE) for auditing brand expression across product, sales, hiring and internal communication

Chris Endersby's 2026 talks & topics

Authenticity: Brand Building from the Inside Out

How to build a brand that holds together because the team behind it actually believes it, not because the agency wrote a good tagline.

Key takeaways:

- Why authenticity is a leadership behaviour before it is a marketing message
 - How to surface the gap between stated values and lived team behaviour
 - What internal alignment looks like in practice, audited against the DARE tests
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From Spark to Flame: Humanising Your Business

A talk for founders whose original conviction has been smoothed out as the company has scaled, and who want to put the human signal back into a B2B brand.

Key takeaways:

- Where founder voice gets lost in the move from start-up to scale-up
 - The commercial cost of a depersonalised B2B brand
 - Practical moves to reintroduce the founder's point of view without making the brand feel small
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Expression with Impact: Showing Up in the Right Way, Every Day

How a brand is actually built through hundreds of small, repeated signals across product, sales, hiring and customer experience, not through campaign moments.

Key takeaways:

- Why micro-consistency outperforms big-bang brand campaigns
 - The everyday touchpoints leaders underestimate
 - How to spot where the brand is leaking trust
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MVP Branding: The Smart Way to Launch and Evolve Your Business

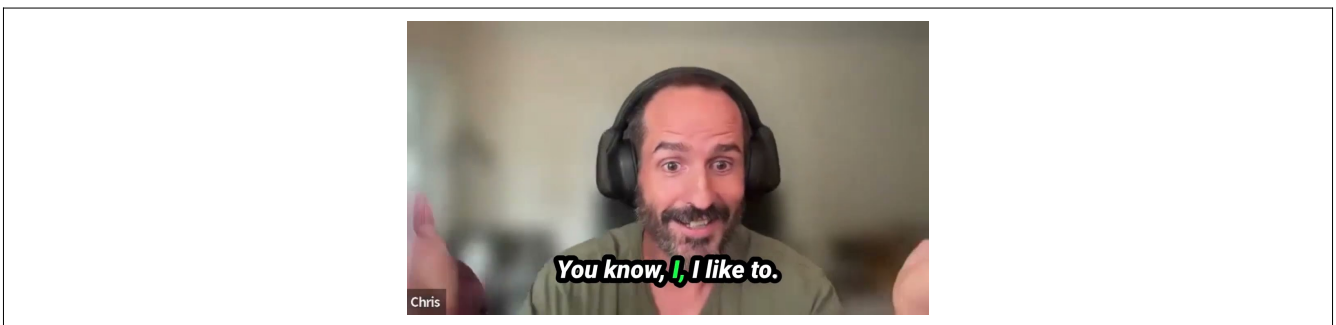
A pragmatic talk for early-stage founders on how to build a credible brand without over-investing before

product-market fit.

Key takeaways:

- What a minimum viable brand actually needs to do
- Where founders waste money on brand work too early
- How to evolve positioning as the business scales without starting from scratch every time

Chris Endersby's Videos



What Chris Endersby's clients say

I just wanted to say huge thanks to you and Chris for your talk at Greenford Quay. It was so fantastic to have you there – both for myself and TIC, and also (and most importantly!) for the audience who were so engaged with what you had to say. Thank you for also sticking around afterwards, I know how much guests enjoyed chatting to you.

Alasdair Moore
The Intrepid Collective

The workshops were enlightening and educational. I feel like we have clarity in our brand for the first time in 10 years.

Founding Directors, Dapatchi

Another great episode, lots of excellent practical advice for small businesses.

Mark Williams

Start Your Own Business Podcast

Chris Endersby's 2026 speaking fees

Specific fees fall within the ranges shown. These are presented as a guide only and are subject to change without notice.

	EUR	GBP	USD
Home Country	Under €12000	Under £10,000	Under \$15000
Asia Pacific	Please enquire	Please enquire	Please enquire
Europe	Please enquire	Please enquire	Please enquire
Middle East & Africa	Please enquire	Please enquire	Please enquire
South America	Please enquire	Please enquire	Please enquire
United Kingdom	Under €12000	Under £10,000	Under \$15000
US East Coast	Please enquire	Please enquire	Please enquire
US West Coast	Please enquire	Please enquire	Please enquire
Virtual	Under €12000	Under £10,000	Under \$15000