



Carman Pirie

Principal



Biography

Carman Pirie is the co-founder of Kula Partners, an agency that helps leading B2B manufacturers craft digital experiences that transform how they engage buyers, serve customers, and outpace their competition online. Carman is also co-host of [The Kula Ring](#) manufacturing marketer podcast.

Over his nearly three decades in marketing and communications, Carman's career has taken him from the halls of Canada's Parliament to client- and agency-side marketing leadership roles. Along the way, he has advised Fortune 100 clients, governments, and non-profit organizations.

At Kula Partners, Carman serves as lead marketing and sales counsel to the firm's diverse range of North American manufacturing clients. His unique insights and distaste for the ordinary have earned him a Gold Award for Media Innovation from Marketing Magazine and Kula Partners—Canada's first Platinum HubSpot agency—has been recognized as a top lead generator among HubSpot partners.

Carman lives in Halifax, Nova Scotia, with his partner, Bessy. In addition to happily serving as Kula's barista, Carman is an avid gardener and enjoys traveling.

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Topics

Positioning and Differentiation

Learn how B2B marketers can avoid the commodity trap by positioning their brands effectively to achieve true differentiation from competitors.

B2B vs B2C

What can B2B marketers stand to learn from B2C practices? Learn how to make B2B marketing more human.

The Changing Landscape of B2B Buying

B2B buying behavior has changed, which means marketers must keep pace and learn to cater to buyers' evolving demands.

The Mistakes Marketers Make

Discover the mistakes marketers make—from the misuse of buyer personas to chasing the latest shiny objects like chatbots and video—and learn how to avoid them.

Account Based Marketing Approaches for the Complex B2B Sale

Standard ABM playbooks won't work for complex B2B sales. Learn the top considerations for determining your approach to making marketing more account-focused.

Questions

What is the single biggest marketing mistake made by manufacturers?

How is the B2B buying landscape changing and what can manufacturers do to effectively market to today's B2B buyers?

How are B2B strategies distinct from B2C strategies? Why should they remain this way?

What are the shiny objects that marketers are either wasting their time on or using wrong?

How can clients maximize the value of their agency relationships?