

## C-LEVEL MARKETING EXECUTIVE

BRAND TRANSFORMATION | DIGITAL INNOVATION | ARTIFICIAL INTELLIGENCE | BIG DATA ANALYTICS

Expertise in reinventing brand identity and data-driven marketing strategies to drive growth and financial returns

Senior Marketing Executive with verifiable achievements in driving change and improvement within growing organizations through the strategy, vision and execution of marketing initiatives. Record of success in building and mentoring top performing teams by driving cultural improvements and supporting employee growth. History of redefining brands through high-impact, ROI-driven digital and data marketing strategies that deliver tangible results in brand visibility, customer experience and revenue growth. Versatile change agent and executive leader with strengths in encouraging buy-in amongst all levels of an organization and utilizing communication skills and a well-developed sense of humor to drive collaboration across all business units.

### CAREER HIGHLIGHTS

- **Revitalized brands through the strategy and oversight of comprehensive, data-driven marketing plans**, resulting in revenue gains of up to \$675MM for established enterprises and \$2M in the start-up/growth-stage market.
- **Drove change and transformation across all business units**, partnering with fellow C-suite leaders and stakeholders to introduce new marketing strategies and technologies that delivered rapid growth results.
- **Built and mentored groups of individuals into world-class marketing organizations**; created cultures based on performance and growth by fostering collaboration and establishing open lines of communication.

### PROFESSIONAL EXPERIENCE

ABC – New York, NY

2019 – 2020

#### Chief Marketing Officer

Recruited as member of this anti-financial crime and big data analytics company to expand its industry reach through the creation of a new category of Artificial Intuition, a unique form of AML solutions designed to resolve unknown financial crimes. Established and led the brand strategy, developed marketing plan and created go-to-market (GTM) program to ensure successful category launch. Recruited, hired and led a world-class marketing team leveraging extensive personal network.

- Championed the design, development and implementation of the company's first account-based marketing program, which yielded an accelerated pipeline for 5 prospects.
- Captured \$750K in annual recurring revenue over 9 months by spearheading the creation of an integrated GTM program.
- Positioned ABC as a *Rising Star* vendor by developing RiskTech 100 submission for Chartis Research.

ABC, LLC – New York, NY

2018 – 2019

#### Chief Marketing Officer

Brought on board to define and execute an effective demand generation strategy for Customer Risk Intelligence, a Know Your Customer (KYC) and Customer Due Diligence solution for tier one financial institutions. Led the design and implementation of the new platform, including creating vision and roadmap, as well as developing key performance indicators (KPIs).

- Created a new category, Customer Risk Intelligence, to prospect traditional Anti-Money Laundering vendors; attained all KPIs, including 400 inquiries, 60 MQLs and 30 SALs, as well as sourcing \$1.2M in ARR.
- Improved in-market dollar to revenue ratio from 1:8 to 1:21 by establishing effective market strategy.
- Championed the development of AR function to recruit top-tier influencers, including Gartner, Forrester, Chartis, Aite and Oliver Wyman, to vet new category strategy and generate referrals.
- Positioned KYC solutions as one of the top 100 global risk tech solutions names by Chartis Risk Tech 100.
- Spearheaded the overhaul of website, which garnered 20% visitor increase 1.5 months post-launch.

ABC COMPANY – New York, NY

2016 – 2018

#### Chief Marketing Officer

Charged with providing end-to-end leadership of a brand transformation and demand engine effort to drive customer loyalty and boost market share. Presented transformational strategy to Risk Management Executive Committee to gain buy-in.