

CHIEF MARKETING OFFICER

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 and corporate 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.

Signature Competencies

Marketing Leadership · Integrated Marketing Campaigns · Sales, Branding & Growth Strategy · Demand Generation
Change Management · Strategic Planning · Stakeholder Engagement · Team Leadership · Profit & Performance Improvement
Strategic Partnership Development · Cross-Functional Alignment · Data-Driven Marketing Plans · Global Growth Strategy

CAREER HIGHLIGHTS

- **Received numerous recognitions through career to include:** Top 100 CMO on Twitter, B2B Brand of the Year, Top 15 CMOs of the Year and Top 100 Marketing Professional.
- **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 COMPANY – New York, NY

2019 – 2020

Chief Marketing Officer

Recruited as member of this crime and big data analytics company to expand its industry reach through the creation of a new category AI – 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 multi-million-dollar deals.
- Captured \$750K in annual recurring revenue over 9 months by spearheading the creation of an integrated GTM program.

ABCDEFG – 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 Smith, Brown and Murphy, to vet new category strategy and generate referrals.
- Spearheaded the overhaul of ABDEFG website, which garnered 20% visitor increase 1.5 months post-launch.

XYZ CORP – 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.

- Spearheaded the comprehensive rebranding effort across multiple categories and platforms, creating the company's story and the customer experience while simultaneously establishing new revenue streams.
- Generated \$2M in marketing contributed revenue and boosted ratio of in-market spends to revenue generated by 100% in first 12 months of the new brand strategy.
- Created and implemented analyst relations program, resulting in high value prospects and new revenue results.
- Designed and implemented new programs, which exceeded established benchmarks and best practices in demand generation (achieved 18% with best-in-class being 12%), Inquiry to MQL conversion rate (achieved 12% compared to 10%) and email click rates (8%).

ABC LLC – New York, NY

2014 – 2016

Acting Chief Digital & Marketing Officer

Contracted to grow and increase brand recognition and financial returns for this boutique management consulting firm through the development and enhancement of demand generation, brand and digital footprint. Designed and implemented new brand strategy and marketing tactics to boost overall growth performance.

- Decreased cost of customer acquisition by \$150, resulting in improvement profit margin.
- Improved ROMI from 7% to 18% through the implementation of a full marketing mix approach.
- Increased inquiry to MQL conversion 100% by optimizing demand generation process.

XYZ INC. – New York, NY

2011 – 2014

Chief Marketing Officer

Hired to create a unified brand by redefining brand messaging and leading a large-scale digital transformation effort. Recruited, hired, developed and led a world-class marketing organization of 126 employees responsible for driving the design, planning and execution of new marketing, brand and digital strategy.

- Drove 23% revenue growth in law school market by creating targeted marketing campaigns; increased preference for products and brand from 22% to 39% among law students.
- Delivered improvement in program dollar to revenue ratio from 1:33 to 1:75, exceeding best-in-class standards.
- Spearheaded the development of a new demand generation and rebranding campaign, #Unprecedented, which generated 12K+ new customer inquiries.
- Enhanced social media strategy, resulting 70% YOY growth of followers across all social channels.
- Led Customer Discovery team in delivery of 25K customer interactions per year to drive product strategy.

ADDITIONAL EXPERIENCE**MARKETING ABC** – New York, NY

2009 – 2011

Founder

- Founded and led consulting company that provided brand and digital strategy development for diverse organizations; created web conversion strategies that drove customer growth.
- Oversaw the deployment of client's first global social media strategy, increasing community activity by 250%.
- Enhanced 600 sales opportunities for client, driving \$675M in revenue through competitive positioning and insights.

EDUCATION**Ph.D. Level Coursework**, College University of New York, New York, NY**Master of Arts, Marketing**, College University, New York, NY**Bachelor of Arts, Marketing, Concentration in Digitalization**, College University, New York, NY