

SENIOR MARKETING & B2B PRODUCT EXECUTIVE

STRATEGIC VISION & ROADMAP DESIGN | TEAM & TALENT DEVELOPMENT | MARKETING LEADERSHIP

Offering expertise in aligning vision, strategy and go-to-market (GTM) execution across B2B technology market

Senior Executive with career success in driving the strategy, vision and marketing of B2B technology solutions for start-up, growth-stage and established companies. Recognized for expertise in leading the product management life cycle, including developing product roadmap, aligning product vision to market demands and executing go-to-market strategy to drive revenue. Demonstrated ability to translate customer feedback and market analysis into effective marketing plans to boost product value, resulting in improved revenue results. Experienced member of executive leadership teams sharing in the ownership of operations and execution of strategy.

PROFESSIONAL EXPERIENCE

ABC – New York, NY

2018

Chief Marketing Officer (CMO)

Hired to serve in a dual role charged with driving the vision and execution of product strategies and marketing plans for this mid-sized, private-equity backed data center and interconnection company. Aligned marketing plan, teams and GTM tactics to drive growth and performance while achieving \$180M annual revenue results. Held direct accountability for overseeing all marketing and product strategy efforts, including creating digital demand generation, refreshing/revamping/transforming branding and unique positioning and creating product roadmap based on customer, market and competitor analysis.

- **Transformed brand messaging and materials**, as well as company websites based on critical feedback gained from customers and internal/external stakeholders. Enhanced brand exposure in the US and Canada markets through industry analyst outreach, PR strategy and customer testimonials.
- **Revamped the 2018 marketing plan and budget to spark organic growth** through content and digital marketing tactics, resulting in 44% increase in sales-qualified leads.
- **Launched software-defined network (SDN) services** and ubiquitous direct-connection to AWS, Azure, Google Cloud, IBM Cloud and Oracle Cloud from any data center.

ABC Group – New York, NY

2016 – 2018

Chief Product Officer & BOD Observer

Integral member of executive leadership team tasked with directing innovation, product development and management and GTM execution for this SaaS start-up supporting 30M+ end users. Provided strategic oversight of the end-to-end customer experience from mobile onboarding and the B2B client portal to B2C personalized mobile application for key customers, including Comcast, Independence Blue Cross Blue Shield and Citizens Bank.

- **Led team of product owners in delivering on roadmap using agile development**, as well as utilizing customer feedback to improve existing products, resulting in enhanced customer experiences and optimized product value.
- **Completed end-to-end transformation and relaunch of the platform within 8 months**; automated client-facing front-end to improve usability, as well as increasing stability and scalability for backend, which resulted in 50% reduction of time to close and 75% reduction of time to implement.
- **Standardized pricing, packaging and forecasting** across all products to ensure predictable revenue.
- **Spearheaded the implementation of segmentation, targeting and positioning methodology** for Sales and Marketing.
- **Communicated with Board of Directors**, participating in meetings to provide input of new company strategy.

ABC Consulting – New York, NY

2012 – 2015

President

Provided marketing, GTM execution and transformation consulting services for enterprise clients across technology, media and telecom industries. Partnered with client leadership teams to identify business requirements and growth goals and established marketing, branding and product strategies accordingly. Guided clients in leveraging market research and customer feedback to enhance product performance while simultaneously boosting bottom-line results.

- **Established partnerships with key clientele, including Comcast, Charter Business, Flexential, 365 Data Centers, Juniper Networks, CableLabs, Mentor Interactive, ByteGrid and Cologix.**
- **Engaged as member of 5-person team edutainment game start-up** to drive the development and execution of grassroots marketing efforts, including blogging, PR, inbound marketing and retail placement. Built partnerships with bloggers and influencers to boost brand exposure.
- **Contracted for a 1-year engagement for Flexential (formerly Via West), a \$250M colocation and cloud services provider,** to manage the content, demand generation and product marketing teams. Led a large-scale transformation initiative, repositioning the company as a hybrid IT solution provider.
- **Built-out strategic product roadmap for Juniper Network's suite of dynamic cloud-based networking services (NFV);** established in-depth vision document for Juniper to share with its principal customers.
- **Overhauled 365 Data Center's marketing strategy and corporate messaging** through renaming and rebranding while simultaneously maintaining low churn, a world-class customer experience and boosting top-of-funnel leads.

ABC Team– New York, NY

2010 – 2011

Vice President of Marketing

Product and marketing leader for this global, earth-imaging satellite company. Shaped and executed marketing strategy, plan and programs to increase demand and recognition for company products while managing \$145M in product revenue. Built, developed and managed team of product management and marketing professionals responsible for executive product roadmap and marketing strategies.

- **Created and executed corporate marketing plan,** including new corporate website, messaging, advertising, online marketing, events and partner enablement.
- **Developed 18-month product roadmap for commercial and government markets.**
- **Orchestrated the launch of 3 new product lines in 6 months** by adopting a new concept review process and transitioning to agile development methodologies.
- **Implemented concept review process for generating new product ideas,** assessing business cases and creating prototypes for testing to enhance product value.

ABC Communications – New York, NY

2007 – 2009

Vice President, Content Delivery Network Services

Executive member of the Content Markets Group tasked with driving the development and execution of global product strategy and marketing plan, as well as P&L management for streaming, caching and storage services. Recruited, hired, developed and managed team of 38 product managers, developers, marketers and business development managers.

- **Enabled sales force to sell new services and grow acquired business 566% in 2 years** from \$12M to \$80M.
- **Enhanced strategy of global CDN infrastructure product portfolio,** leading all team members through the full product development and marketing life cycle.

EDUCATION

COLLEGE UNIVERSITY, New York, NY

Master of Business Administration

COLLEGE UNIVERSITY, New York, NY

Bachelor of Science, Marketing



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