

Impact driven leader with B2B/B2C expertise in delivering global strategy across SaaS platforms, consumer technology and media. Ability to scale multiple organizations with digital transformation, marketing tech stacks, and building high performance teams. Agile leader who fosters a winning culture of creativity, collaboration, drive, and inclusion. Passionate about customers and delivering long term value.

## ADVANCED MARTECH EXPERTISE | LED MULTIPLE MIGRATIONS

6Sense – Mintigo – Tableau – Domo – Integrate - Tealium CDP – Marketo – Bizible – Salesforce – Terminus – Drift – ON24

### EXPERIENCE

#### SMARTLY.IO

##### Vice President of Growth Marketing | 2021 to Present

Chicago, IL

STRATEGY

- Lead long-term strategy and demand gen across global markets delivering +40% net new revenue YoY
- Established paid & organic teams, marketing operations, and new tech stack, increasing team by +50%
- Spearheading integration of 18 person SDR team into growth marketing with full executive sponsorship
- Achieved a 450% YoY increase in Q1 pipeline with 6Sense ABM campaigns and SDR tactical execution
- Exceeded 2023 Q1 goals by +8% of marketing qualified leads and +15% of sales accepted leads
- Delivered complete website refresh within 12 week accelerated timeline to relaunch brand campaigns
- Launched 6 new awareness campaigns and nurture programs, coordinating a full funnel demand campaign that resulted in 98% increase in opportunities created
- Increased CLTV by +62% and restoring CLTV/CAC ratio to a 3:1 industry benchmark
- Lowered cost per lead by 175% while ensuring in a +60% improvement in quality of MQLs
- Rebuilt marketing tech stack with +30% savings within 6 months, migrating 5 platforms simultaneously
- Led broad collaboration between finance, sales, product marketing to deliver ICP/TAM models

#### HERE TECHNOLOGIES

##### Global Head of Growth | 2018-2021

Chicago, IL

IMPACT

- Lead end to end revenue lifecycle, campaign strategy, and marketing contribution to pipeline
- Drive executive business insights and dashboards, lead analytics team, develop enterprise reporting capabilities
- Manage team of 8 direct reports across operations, paid media, and organic channels with a 30% promotion rate
- Own paid media strategy, budget, and pacing for brand organization delivering a 4X return in pipeline ROI
- Delivered +\$40M growth in new channel acquisition pipeline and +7% QoQ increase in lead conversion rates
- Spearheaded ABM predictive intelligence model with 92% AMER and 94% EMEA accuracy in identifying ICP
- Built new marketing tech stack, led implementation of predictive account scoring, marketing automation, and custom integration of 20+ SaaS platforms
- Championed AI chat initiative resulting in a +47% increase in MQL conversion and +\$4M in new pipeline
- Led A/B testing optimization and personalization effort, integrating Adobe Target solution with Tealium CDP
- Accelerated always on nurture strategy, achieving +200% growth in pipeline contribution YoY
- Achieved +150% increase in YoY marketing pipeline while delivering +75% net new accounts
- Championed new inside sales function within marketing, generating +\$1.5M in immediate pipeline impact

#### GENERAL ELECTRIC DIGITAL

##### Global Head of Growth | 2016-2017

Chicago, IL

GROWTH

- Led global digital strategy, demand generation, and campaigns for NA, EU, APAC, MENAT regions
- Delivered first ever digital showroom for renewable energy in Chicago and global growth foundries in Paris, San Ramon, Shanghai, and Hyderabad, India
- Achieved +\$300M in opportunity pipeline for both hydro and wind fleet digital SaaS products
- Led creation of 4 customer experiences including an interactive VR demo, Predix software demo, value calculator, and digital twin IIOT demo
- Increased lead generation +200% and conversion rate +110% in 1H 2017 through targeted social campaign
- Spearheaded global market segmentation and identifying +900 potential installed base opportunities
- Developed content marketing plan generating industry whitepapers, sales enablement brochures, and webinars
- Owned digital strategy for 10 global events including content, experiences, and cross-functional execution
- Awarded individual recognition for Fast Starter Award within first 4 months by Chief Digital Officer

## WORLD KITCHEN

### Senior Digital Acquisition Manager | 2016

Chicago, IL

GLOBAL

- Promoted with responsibility to manage global teams, digital strategy, security, and technical integrations for China, Korea, Japan, SE Asia, Australia
- Led development and technical integration for Revere brand and Global Australia sites
- Executed North America, Mexico, and Europe global site design, re-platform, and shoppable content strategy
- Increased mobile traffic +65% by implementing responsive UX design for brand and e-commerce sites

## WORLD KITCHEN

### Digital Acquisition Manager | 2013-2016

Chicago, IL

INNOVATION

- Delivered 200M impressions for Pyrex 100<sup>th</sup> Anniversary and won Publicity Club of Chicago's Gold Award for digital campaign
- Generated 800M editorial impressions and 2.5M clicks through e-mail, web, social, and PPC content
- Drove PPC, SEO, and organic traffic to World Kitchen sites with over 130M pageviews, AOV of \$65, and a +25% sales increase year over year
- Delivered 3BN television, social media, and online impressions for Pyrex through Pillsbury Bake-off sponsorship
- Spearheaded adoption of leading UGC platform Olapic that delivered 10M impressions and 840K interactions
- Led 15 digital product launches integrating public relations, social, content, and promotions strategy
- Gained +200K users through social engagement platform, live feeds, recipe reviews, and commenting
- Drove channel integration with over 70K syndicated consumer reviews across 10 retail partners
- Achieved +2M views across 8 branded YouTube channels within the first year
- Owned content strategy for editorial content, product copy, video, and photography for 3 brand marketing sites and 6 e-commerce sites

## HANSON FOODS

### Business Development Lead | 2002-2013

Chicago, IL

STRATEGY

- Led long-term strategy, innovation, and customer meetings across retail and wholesale businesses
- Launched the first Asian dry noodle products into Supervalu (#3 Grocery chain in the US) and increased profitability +200% with an optimized pricing and sizing strategy
- Increased new customer accounts +18% by launching all-natural noodles for wholesale distribution
- Managed SEM/SEO, organic, and AdWords to drive incremental traffic, increasing unique visits +110% annually

## ACCOLADES

AWARDS

### Who's Who in Digital Marketing

Path to Purchase Institute | 2016 & 2015

### President's Award

World Kitchen | 2014

MEDIA

### Social Media Strategies Summit Interview

Mentor Mate Weekly Update | 2017

### Internet Retailer Conference + Exhibition Interview

Marketing Sherpa Media Center on User Generated Content | 2015

KEYNOTES

### Evanta CMO Executive Summit

Building A Customer-Centric MarTech Stack | 2018

### Social Media Strategies Summit Keynote

The Five F's That Generate ROI | 2017

## EDUCATION

### UNIVERSITY OF ILLINOIS

Urbana, IL

### Bachelor of Arts | 1996-2002

Speech Communications Major