

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 customer experience and lifecycle marketing that delivers long term value.

ADVANCED MARTECH EXPERTISE | LED \$100M - \$2B REVENUE TEAMS

6Sense – Mintigo – Tableau – Domo – Optimizely – Tealium – Marketo – Bizible – Salesforce – Terminus – Drift – ON24

EXPERIENCE

CHAMBERLAIN GROUP

Director of Demand Generation | 2024-Present

Chicago, IL

- Lead team of 34 marketers across \$2B in B2B and B2C revenue streams to deliver best in class media, CRM, web & app, events, and creative customer experiences
- Achieved best ever in-year sales volume with 83% YoY increases in Amazon sales, 46% YoY D2C sales, and 380% YoY increase in SQL lead generation for our B2B community business
- Led channel partner Co-op media program, optimizing \$5M in funding to enhance partner trade up story and deliver a 12% increase in QoQ sales
- Implemented Optimizely A/B web and app personalization, testing roadmap and integration in 6 months improving PDP conversion by 6%
- Restructured creative team to a decentralized model, improving creative deliverables by 4X to meet media needs
- Lowered CAC by 10X by negotiating a multi-agency model to establish full funnel media strategy
- Spearheaded cross-functional product, sales, and data segmentation team to drive new customer lifecycle CRM model resulting in a 50% improvement in customer LTV subscription rates
- Established media incrementality testing program that increased connected devices by 200%

DEMAND GEN

CONSUMER SAFETY TECHNOLOGY

Vice President of Performance Marketing | 2023-2024

Chicago, IL

- Led team of 12 performance marketers, restructuring capabilities around Growth and Marketing Ops
- Developed 3 year marketing roadmap with CMO & Board sponsorship, achieving all 6 month milestones
- Led tech summit workshop with sales, IT, customer success, and data teams identifying core technology gaps and 6 month horizon for SaaS capabilities upgrades
- Delivered 33% lead quality improvement with full-funnel media mix and sales collaboration
- Negotiated +55% savings improvement on martech stack, implemented automation platform within 2 months
- Launched new website platform within 3 months and reduced need for multiple IT headcount support
- Improved ROAS of paid media campaigns by 1.5X through revamping creative, content and retargeting
- Implemented multi-touch attribution platform improving data accuracy and reducing unknown leads by 9%

ACQUISITION

SMARTLY.IO

Vice President of Growth Marketing | 2021-2023

Chicago, IL

- Led 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%
- Spearheaded 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

DEMAND GEN

HERE TECHNOLOGIES

Global Head of Growth | 2018-2021

Chicago, IL

- Led 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

- 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

- Promoted with responsibility to manage global teams, digital strategy, security, and technical integrations for China, Korea, Japan, SE Asia, Australia
- 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

Digital Acquisition Manager | 2013-2016

Chicago, IL

- Delivered 200M impressions for Pyrex 100th 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
- 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
- Achieved +2M views across 8 branded YouTube channels within the first year

HANSON FOODS

Business Development Lead | 2002-2013

Chicago, IL

- 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

EDUCATION

UNIVERSITY OF ILLINOIS

Urbana, IL

Bachelor of Arts | Speech Communications Major