Benjamin Haws

B2B SaaS Marketing Executive | Sales & Marketing Analytics

BenjaminHaws@gmail.com | (732)221-8599| NJ & NYC | LinkedIn | GitHub

A results-driven B2B SaaS marketing executive with over 10 years of experience actively targeting CFOs and Treasurers to optimize payments, bank connectivity, and foreign exchange risk management operations. I spearhead new-logo and client business growth by crafting and implementing omni-channel marketing and sales strategies grounded in data and powered by automation. Additionally, I actively participate in the CTP accredited speaker circuit, engaging in webinars and conferences to address a diverse array of finance topics. I am deeply committed to team development, continuous learning, and fostering greater team success.

Expertise

- ❖ Enterprise Marketing
- ❖ Account Management
- ❖ Campaign Execution
- ❖ Account Based Marketing (ABM)
- ❖ Data Analysis
- ❖ Project Management
- ❖ Content Creation
- ❖ Segmentation & Forecasting

Career Highlights

Marketing Strategy: At Creednz, I led the launch of a real-time payment's startup, playing a pivotal role in building go-to-market teams to secure successful market entry.

Campaign Execution: At Kyriba, I consistently exceeded expectations by achieving over 120% of pipeline target for five consecutive quarters (from 2022 Q1 to 2023 Q2).

Enterprise Marketing: At Kyriba and Axletree Solutions, I orchestrated comprehensive omni-channel campaigns tailored to companies with revenues ranging from $500m to $2 billion. Utilizing distinct strategies across various buyer personas and journey stages.

Professional Experience

The Auxiliary of RWJ University Hospital, *Milltown, NJ* | **January 2020 to Current**
3rd Vice President *501(3)c organization fundraising for strategic hospital initiatives. Elected volunteer role.*

Creednz, *Tel Aviv, Israel* | **June 2023 to November 2023**
Director of Marketing *Bringing Cyber Security to Real-time B2B payments.*
- Lead the development and execution of a comprehensive enterprise marketing strategy, driving brand visibility and lead-generation from seed funding to market launch.
- Launch milestones: 160+ earned media placements, 5 analyst report news embargoes, and 3 tier 1 media introductions.
- Negotiated vital agency partnerships with Fully Vested & RedLab to amplify brand reach and impact.
- Leveraged innovative marketing tactics and data-driven insights to rapidly grow brand awareness and market presence.
- Collaborated cross-functionally with sales, product, and investors to establish a strong brand identity and positioning, ensuring alignment with company objectives and market demands.

Kyriba, *San Diego, California* | **July 2021 to June 2023**
Marketing Campaigns Manager *Helping CFOs & Treasurers drive data-driven decisions for Treasury, Payments, & FX Risk.*
- Achieved 40% YoY growth in 2022 and 120% of pipeline target for five consecutive quarters (2022 Q1 to 2023 Q2).
- Launched advanced, intent based, lead scoring methodologies to prioritize high-quality leads for the sales team.
- Implemented automated email nurturing, guiding leads through the sales funnel, resulting in increased conversion rates.
- Collaborated cross-functionally with sales and product teams to develop targeted messaging and content strategies aligned with buyer personas and customer journey stages.

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Axletree Solutions, *East Brunswick, New Jersey* | **January 2013 to July 2021**
Director of Marketing, April 2018 to January 2021
Mission critical solution provider for SWIFT & enterprise integration to banks and corporations.
Sample Clients: AIG, Travelers, Henry Schein, Google, KCG, Sysco, Baker Hughes, American Express, and Invesco.
- Drove revenue growth, achieving 16% in 2020 and 19.8% in 2019.
- Collaborated cross-functionally with sales and product teams for increased brand awareness across four product lines to boost content effectiveness and lead consistency.
- Spearheaded the development and execution of targeted demand generation campaigns, resulting in a 25% increase in MQL to SQL conversions.
- Led the implementation of a comprehensive marketing automation system, streamlining lead nurturing processes and reducing marketing/sales in-bound response time by 50%.
- Managed vendor relationships, contracts, internship programs, and public relations efforts.

Senior Account Manager, April 2016 to January 2018
- Formulated business requirements for SWIFT and treasury applications for technical and non-technical stakeholders.
- Conducted in-depth account reviews and needs assessments, leading to the identification of new revenue streams and cross-selling opportunities.
- Implemented initiative-taking relationship management strategies, resulting in a 15% increase in up-sales within existing accounts.
- Developed & executed personalized account management plans, contributing to an overall client retention rate of 99% and increased customer satisfaction (NPS) scores.

Marketing Manager, November 2013 to April 2016
- Spearheaded development & execution of targeted lead generation campaigns, resulting in a 90% increase in MQLs.
- Implemented data-driven strategies, leveraging analytics to optimize campaign performance and drive ROI.
- Wrote and edited media kit, press releases, and a monthly newsletter.
- Built and implemented the Marketing Internship Program.
- Established social media marketing campaigns across multiple platforms.

Education

IBM Data Analyst
Professional Certificate | IBM | April 2024

B.S. in Business Administration
Felician University | January 2015

Professional Certifications & Groups

Data Analysis with Python | Certificate | IBM | March 2024
The Financial Narrative | Member | January 2020 to Current
Excel Basics for Data Analysis | Certificate | IBM | February 2024
Mastering the Complex Sale | Certificate | The Growth Institute | July 2020
Corporate Treasury Principles | Certificate | TMI Academy | November 2016
CGI E-BAM Working Group | Member | SWIFT | January 2015 to 2019

Technical Skills

Automation:	Salesforce	Pardot	HubSpot	SalesLoft	Sendoso	Demandbase	Mutiny	Parmonic.Ai
Analytics:	WordPress	Python	Google Tag Manager	SEMrush	Google Looker (Data) Studio	Apollo.io
Collaboration:	Slack	Asana	Google Business Suite	Microsoft Office Suite	Fiverr	Jupyter lab