

B2B Marketing Leader | Tech Audience Strategy | Demand Acceleration

Strategic marketing leader with 20+ years driving demand, digital growth, and brand evolution for B2B tech and SaaS organizations. Proven success in scaling enterprise platforms, aligning content with developer and technical buyer needs, and building high-performing teams across product, brand, and digital. Known for transforming complexity into clarity through narrative, systems, and scalable marketing execution.

SELECTED EXPERIENCE

Director of Digital Experience

Northeastern University Boston, MA 07/23 – 04/25

Modernized a complex digital ecosystem supporting AI, research, and global audiences

- Increased engagement by 223% and sessions by 217% YoY through UX, SEO, and platform innovation
- Built and led a cross-functional team of 8 across UX, dev, and content strategy
- Implemented a unified design system ensuring WCAG compliance, scalability, and brand consistency

Head of Digital Marketing

Mobeus Remote 10/22 – 04/23

Led digital and brand strategy for a growth-stage AI startup, shaping technical narratives and demand gen strategies in a developer-driven space

- Increased site traffic 80% and blog engagement 210% via targeted content, landing pages, and UX optimization
- Created content-led campaigns aligning to technical user journeys, boosting qualified lead flow
- Built brand narrative and interactive experiences to position Mobeus in the immersive AI space
- Integrated analytics, martech, and SEO strategy to improve targeting and campaign effectiveness
- Developed investor-ready visual stories and assets that helped secure \$24M in funding

Vice President of Marketing, Digital Experience and Design

EBSCO Information Services Ipswich, MA 04/19 – 09/22

Directed global marketing execution for a \$2B+ tech firm, aligning brand, UX, and digital platform strategy

- Led multilingual CMS deployment (15+ locales), improving global brand alignment

JIM MACLEOD

- Championed a unified web platform and personalization strategy to support product and demand generation goals
- Oversaw SEO, CRO, and analytics to drive lead quality and optimize campaign ROI
- Built cross-functional marketing squads integrating UX, content, and tech

Director, Creative and Digital Marketing

Extreme Networks (Nasdaq: EXTR) Salem, NH 05/12 – 04/19

Scaled marketing capabilities across digital, content, and acquisition strategy through multiple tech acquisitions

- Led brand and web transformation post-acquisition of four business units
- Developed global marketing assets, launched 12 localized websites, and unified web and campaign execution
- Integrated Salesforce, Marketo, and martech stack to track attribution and support sales enablement
- Built in-house digital, design, and content team aligned with demand gen and lead gen priorities

ADDITIONAL EXPERIENCE

[Available on LinkedIn](#)

CORE STRENGTHS

- B2B SaaS Marketing
- Demand Generation
- Developer & Technical Storytelling
- Brand Strategy & Positioning
- Product Launch & GTM Strategy
- Cross-Functional Leadership
- Martech & Analytics Integration
- SEO & Content Strategy
- UX-Driven Campaigns

PUBLICATIONS

The Visual Marketer: The Marketer's Crash Course for Creating Memorable and Effective Visuals
Tilt Publishing, March 2025

After Design – Creator & Author
Weekly newsletter exploring how AI is reshaping marketing, design, and creative strategy

EDUCATION

Keene State College
BS, Graphic Design
Minor, Art

Southern NH University
MS, Marketing
New Media & Communications