

# Mick Griffin

Chief Revenue Officer at Brand24

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## Summary

Sales, Marketing, Account Management, Customer Support, Professional Sports.

Educator in Sales and Business Development.

Specialties: email marketing, marketing, sales, social media, online sales, sports, injury rehabilitation, coaching, training, development.

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## Experience

Partner / Chief Revenue Officer at Brand24

September 2014 - Present

In a SaaS business strategy it is key that Sales and Marketing efforts work both in sync and to the same common goal. This for Brand24 is to engage as many businesses into Internet Monitoring and to educate them regarding the value of our solution.

My role in Brand24 is to create, maintain and develop multiple campaigns and teams that achieve this goal.

CEO and Founder at PipeLine Summit

September 2015 - Present

Pipeline Summit is the first of its kind Event for Business Development professionals in Poland.

We replace theory with real examples of sales conversion techniques and tactics. With the most industry-relevant, sales focused Experts gathered in one venue we will have a wealth of new age sales and marketing experience to share with our 200+ attendees of CEO, CMOs and Directors of Sales.

Director of Global Sales at Brand24

September 2014 - February 2015 (6 months)

Brand24 provides easy to use, cost-effective internet monitoring. Hundreds of business of all sizes (including Panasonic, IKEA, Air France) are using Brand24 to know what people say about their brands or a products online.

My role and vision is to take Social Media Monitoring and make it accessible to every business around the world. We do this by focusing on both usability and cost effectiveness.

Expect to hear a lot more about Brand24.

## Director of Sales at GetResponse

February 2009 - August 2014 (5 years 7 months)

During my time at GetResponse I started and developed the direct sales program. Growing from the only sales representative, I am now responsible for Global Sales Strategies focusing on North America and Europe.

I am responsible for both telemarketing and executive sales teams, alongside still managing an executive sales region directly. I am currently managing representatives both in person and remotely across the globe.

My duties include

- Setting and maintaining personal and team revenue targets
- Lead Generation
- Script Writing
- Budgeting and Forecasting
- Event Management and Scheduling
- Staff Recruitment
- Skills Development

## Affiliate Manager

March 2008 - February 2009 (1 year)

Running affiliate programs across Europe and the US. Managing Adword campaigns on Google, Yahoo, and Msn. Working with the major affiliate networks.

## Area Development Manager

March 2007 - March 2008 (1 year 1 month)

To develop the sport of Rugby League to the city of Manchester.

## Development Officer

September 2006 - March 2007 (7 months)

Working as a development officer for Rugby League in the city of Salford. Obtaining various funding opportunities and delivering the projects throughout the area

## Recruitment Consultant at Primetime Recruitment

January 2006 - September 2006 (9 months)

Industrial recruitment consultant for both the temporary and permanent sectors

## Service Sales Executive at ADT Fire & Security

June 2005 - January 2006 (8 months)

Service sales executive for the area of Greater Manchester

## Resolve Engineer at ADT Fire & Security

June 2004 - June 2005 (1 year 1 month)

A online technical consultant for ADT Fire and Security high level customers.

Sales Manager

December 2003 - June 2004 (7 months)

Sales manager for start up company selling recycling facilities B2B

Professional Rugby League Player

June 2000 - December 2003 (3 years 7 months)

Professional Player for Salford City Reds Rugby League Club

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## Education

Pendleton College

A LEVEL, Math / Sports Science, 2000 - 2003

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1995 - 2000

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[Contact Mick on LinkedIn](#)