

LILIAN KIDSTON

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EXECUTIVE SUMMARY

I build both the narrative and the number—a marketing leader who combines Fortune 500 brand strategy (Weber Shandwick, Netflix) with hands-on demand gen leadership, building teams and systems that make marketing a boardroom-level function. I bring a builder's mentality to organizations ready to transform marketing from cost center into a function accountable to pipeline and revenue.

CAREER HIGHLIGHTS

- Fueled **\$200M+ annual marketing-sourced pipeline**, establishing marketing as the company's dominant pipeline source (Mimecast)
- Built customer engagement program from zero: **\$6.7M pipeline, \$2.5M ARR year one** (Mimecast)
- Founded Fortune 500 CEO advisory practice: **\$5M+ revenue in 13 months** (Weber Shandwick)
- Developed and executed communications strategy through NASDAQ IPO (Berkshire Grey)

PROFESSIONAL EXPERIENCE

Vice President, Marketing, Strategy & Planning

Mimecast

January 2023 – October 2025

Pipeline Generation & Revenue Impact

- **Drove \$200M+ annual marketing-sourced pipeline** across new business and customer expansion, directing \$10M+ in annual program spend. Established campaign infrastructure and laid the foundation for the company's FY26 (April 2025–March 2026) growth plan.
- Instituted weekly pipeline sufficiency calls between marketing and sales leadership—a practice that didn't exist prior. Direct result: sales surfaced a DMARC compliance opportunity that became a signature campaign delivering **\$1.47M pipeline and \$2M single-month revenue**, with accelerating returns as upsell customer count exceeded targets by wider margins each month (113%, 137%, 144%).
- Developed ICP segmentation and intent-based targeting that shifted pipeline mix toward higher-value mid-market and enterprise segments, moving away from micro-SMB dependency and improving average deal size.
- Created customer expansion playbooks combining sales enablement, multi-channel nurture, and strategic orchestration, achieving **5.7% upsell rate (exceeding target)** and establishing repeatable frameworks adopted across the customer lifecycle.

Team Leadership & Marketing Transformation

- **Built and scaled a 15-person team across AMER, EMEA, and APAC** spanning campaigns, customer marketing, competitive intelligence, and marketing operations. Implemented KPIs, cross-functional alignment, and a performance culture across time zones and regional go-to-market motions.
- Replaced manual reporting with modern performance infrastructure (HockeyStack, 6sense) enabling multi-touch attribution, intent data analysis, and real-time pipeline visibility. Gave the executive team data-driven confidence in marketing's contribution for the first time.
- Repositioned competitive intelligence team from product feature validation function into strategic market intelligence operation. Redirected focus toward competitive landscape analysis, analyst relations support, and sales enablement asset creation. Contributed to cross-functional Gartner Magic Quadrant and Forrester Wave submissions alongside product and sales, supporting Mimecast's recognition as a Leader in Email Security Platforms (2024, 2025) and Strong Performer in Human Risk Management.
- Owned quarterly business review process for executive team, designing dashboards and narrative frameworks that directly influenced strategic pivots, resource allocation, and annual budget decisions.
- Led marketing integration for 3 major acquisitions, coordinating across Sales, Product, Engineering, and Finance to align messaging, customer communication, and GTM strategy while accelerating time-to-value.

Customer Marketing & Lifecycle Engagement

- **Pioneered Always On customer engagement program from zero**—no prior customer marketing function existed. Generated **\$6.7M pipeline and \$2.5M ARR in year one**. Identified first-ever risk score correlation proving marketing-engaged customers retained at 95.41%, with 7.45pp lower churn risk than the broader

customer base, giving leadership a data-backed case for increased retention investment even as company-wide D&C rates rose.

- Consolidated dispersed field/customer marketing hybrid roles into a dedicated function and overhauled the communications framework to deliver brand and product value throughout the customer journey, replacing renewal-only engagement with continuous touchpoints that supported retention.

Brand & Corporate Communications Strategist

Independent Consultant

October 2021 – January 2023

- **Netflix:** Developed strategic narrative framework for global operations through CEO and executive interviews. Framework still in use today. Adopted for leadership seminar that expanded from an annual workshop to a twice-yearly weeklong program for global senior executive teams.
- **Norbella:** Built PR practice from zero, landing 3 clients in first quarter and expanding agency revenue. Architected GTM strategy and led new business pitches.
- **Quirk Creative:** Drove founder's thought leadership platform with tier-1 coverage (Ad Age, Campaign US, The Drum, Marketing Brew) and CEO Op-Ed placement.

Director of Corporate Communications

Berkshire Grey

February 2021 – October 2021

- Orchestrated full communications strategy through NASDAQ IPO (Ticker: BGRY)—executive positioning, CEO keynote, investor messaging, earned media, and social—establishing public market presence for robotics automation company.

Director, Corporate Narrative & Executive Platform

Weber Shandwick

July 2018 – July 2020

- Identified market gap and built Fortune 500 CEO advisory practice as a founding member of new global Corporate Narrative & Executive Visibility practice, generating **\$5M+ revenue in 13 months**. Advised C-suite leaders across Anheuser-Busch (CMO marketing narrative), Delta Air Lines (CEO CES keynote), Manulife & John Hancock (global narrative development), and Novartis Pharmaceuticals (US President town hall).
- Led brand and product launch messaging for Fortune 500 clients including Nestlé Waters (Poland Spring Origin) and Verizon (Palm), distilling complex product positioning into consumer-ready narratives across go-to-market channels.
- Tapped to join new business pitch teams across practices to land and expand Fortune 500 client relationships.

Earlier Experience

Account Manager, Matter Communications (2015–2018) — Secured The Ellen DeGeneres Show segment featuring First Lady Michelle Obama for CVS Pharmacy | Senior Account Executive, Shift Communications (2015) | Marketing Manager, Genuine (2012–2015) — Built marketing function from ground up through Interpublic Group acquisition | Account Executive & Social Media Director, Teak Media (2009–2012)

CORE CAPABILITIES

Demand Generation & Pipeline Strategy | Customer Marketing & NRR Growth | Marketing Technology & Attribution | Brand Strategy & Executive Communications | Go-to-Market Strategy & Competitive Intelligence | Team Leadership & Organizational Design | M&A Marketing Integration | Multi-Channel Campaign Orchestration

EDUCATION & TECHNICAL PROFICIENCIES

Emerson College — B.S. Marketing Communications

Certifications: Hands-on AI Masterclass (You.com)

AI & MarTech: Claude, Salesforce, HubSpot, Marketo, 6sense

Analytics: Tableau, HockeyStack, Google Analytics

Project Management: Basecamp, Smartsheet, Asana, Miro

Competitive Intelligence: Clouz, Klue, Gong

Languages: Fluent in Cantonese