

Robert Deutsch

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EXECUTIVE LEADER IN TECHNOLOGY-DRIVEN GROWTH MARKETING

SAAS MANAGEMENT | STRATEGIC, CONTENT & TACTICAL MARKETING | BUSINESS DEVELOPMENT & SALES ENABLEMENT

In the past two decades I have created and led SaaS companies in the planning and deployment of their go-to-market strategies, including thought leadership development for omnichannel content marketing. Also led demand gen, lead gen campaigns, media buying, conference and event planning, which required being responsible for team management and budgeting.

Professional Experience

Vice President, Marketing

[Liaison International](#)

Apr 2017 – Sept 2021

Liaison International is the nation's most successful provider of Higher Ed SaaS, CRM and AI (Artificial Intelligence) tools. These solutions make it possible for universities and associations to more efficiently target, tag and convert prospective students from their first interest to their first day on campus and beyond.

As the Executive team member responsible for all marketing at Liaison, I was singularly accountable for the marketing P&L, budget and revenue projections for each fiscal year and reported the performance results to our executive board and equity partners. I assembled the first professional marketing team at Liaison, and was responsible for setting the team vision, as well as the shaping, hiring and management of 10 full-time employees and 15 contractors. By extension, I also co-managed the sales team for our shared revenue goals. As team leader I drove the marketing, editorial and content strategy in the service of the company's demand gen, lead gen, revenue growth, ROI needs, public relations and traffic to websites goals.

Additional ongoing management responsibility included all marketing vendor management: contract and review and renewals; Supervising the deployment, management and ROI of 70 conferences nationally; Oversight of the martech stack including three CRMs, two instances of Salesforce and ten websites.

Key accomplishments with numbers

- **Company Growth:** As part of the executive team contributed to the company's 5X increase in EBITDA since 2016, including four acquisitions. In my last full fiscal year, presided over most successful sales and marketing numbers in the history of the company.
- **Launched four print magazines:** [The Admissionist](#), [GME: Today and Tomorrow](#) (BusinessCAS/MBA), [Engineering: Today & Tomorrow](#), and [Modern Enrollment](#). These magazines provided valuable exposure for company narratives, press releases, new products and client launches in a format that was eagerly devoured by the target market and with just two sales, earned 50x ROI within their first two years.
- **Created and Grew the Liaison User Conference (Lead Gen)** Created this event, which for the first time, brought together all clients in all product lines for training, networking and created more than \$1 million in new and cross-sell opportunities. Successfully transitioned to virtual in 2021 and added two new product lines.
- **Launched eight new product lines** Worked cross-departmentally with development, Customer Success and Sales to ensure launches had marketing plans, press outreach and built-in sales enablement plans to reach three-year goals. Company products including BusinessCAS, EngineeringCAS, Admissions and Total Enrollment. Additionally, launched cobrands with the Common App and Compact2Learn.
- **Launched ExploreGradSchools.com (Demand Gen/SEO)** concepted and launched this website devoted to driving additional apps to new Liaison CAS through PPC and SEO. Created more than 50% of all applications we delivered to the CAS in the first year. This was a complement to ExploreHealthCareers which I relaunched in 2016.

Senior Director of Marketing

[Liaison International](#)

Feb 2016 - 2017

Lead marketing staff in the support and deployment of initiatives. Promoted to VP after one year.

Managing Director

[Verified Studios](#)

Oct 2014 - Dec 2015

Managed staff in creating and deploying digital and marketing initiatives for higher ed clients including NC State, Duke, UNC and more. Initiatives included websites, digital content, presentations, ad campaigns, thought pieces, emails and more. As managing director, focused on new customer acquisition, email marketing, content marketing, SEO & PPC for client and social media marketing. Launched magazine for NC State's Computer and Electrical Engineering Program called "Charge."

Senior Director, Marketing and Digital Initiatives

[Credo Reference](#)

May 2011 - Mar 2014

Responsible for marketing and sales enablement for all Credo Reference Web sites including a new product launch, Literati. Lead the creation and performance of digital initiatives and brand extensions including our mobile site, video development, domain/product acquisitions and microsite development. Manage business development for Credo Collaborate on digital strategy, public relations, marketing and promotional content development. Staff of four.

Vice President, Digital Content Development, Strategy & Interactive

[IAC/InterActive Corp](#)

Jul 2007 - May 2010

Conceived and led the launch of www.life123.com, a general interest SEO-powered content site whose multiple revenue streams made it profitable within six months of its launch. Motley Fool called the site "a brilliant move by IAC." Reporting to GM & Chairman Barry Diller, responsible for revenue, branding, product, content marketing, integrated marketing strategy, awareness and digital strategy and a staff of eight. Owned roadmap and led cross-functional teams to produce all new development initiatives. Managed contracts, vendors and licensing agreements. Led public relations and social media.

Vice President, Operations & Client Marketing

[LendingTree](#)

1999 - Jun 2007

Led team in developing consumer site Domania.com, and white label versions for JP Morgan Chase and CitiMortgage. Created direct marketing initiatives and websites that increased lead generation 10x from 3000 a month to 30,000 a month within one year for RealEstate.com. Led new product development and was responsible for search engine optimization, online advertising, email and direct mail, blogs and consumer pieces. Managed direct marketing agencies and staff of six in Boston, remote employees in Charlotte, NC, and freelance contractors. Managed contracts, vendors and licensing agreements.

Professional Experience Before 2000

Publisher/Manager Client Services

[Standard & Poor's Published Image](#)

Act as publisher for large national and international financial clients. Lead teams of writers, engineers and artists to produce quarterly in-depth, full color magazines, Web sites and accompanying collateral material for those clients.

Marketing Director

[Coolidge Corner Theatre Foundation](#)

Responsible for managing the advertising, public relations and premieres of independent and major- studio release films for this non-profit theatre.

Editor & Publisher

Editorial Humor

Completely overhauled this struggling, four-year old local newspaper and turned it into a profitable, popular, must-read competitor of the Boston Phoenix and the Improper Bostonian. First to create an editorial calendar, sales plan and achieved the first-ever liquor advertisers and motion picture advertisers. In 2002, acquired its assets independently and sold it.

Editor

[GateHouse Media](#)

Worked with founder and publisher Russel Pergament and was responsible for quality control for the 14 TAB newspapers, including best-selling Brookline and Newton editions, and the groundbreaking new Boston edition.

Writer, Sales

The Boston Phoenix

Wrote for this leading Boston newspaper and was the top classified sales representative by revenue.

Education & Certifications

Boston University BA, Psychology 1990

Digital Analytics Fundamentals - Google Analytics Academy

Writing, Content Publishing and More

[McSweeney's Internet Tendency](#)

Contributor/Writer

[Town Meeting Member Needham MA](#)

Elected and Reelected Since 2010

Thefty Jack Studios (Mobile Game Studio)

CEO and Founder (Sold company in 2020)

[Wikimedia Foundation](#)

Project Facilitator/WikiProject Screencast

Lead a diverse group of international Wikipedia editors in a grant directed WikiProject to produce seven screencasts for the Wikimedia Foundation. http://en.wikipedia.org/wiki/Wikipedia:WikiProject_Screencast

[Highview Bakery/Master of Low Arts](#)

Baker, Publisher Editorial Director, Recipe Writer, Webmaster

[All American Pop](#)

Publisher, Editorial Director, Writer, Webmaster

[The Beatles in the Multiverse](#)

Publisher, Editorial Director, Writer, Webmaster

[Jane's Ice Cream](#)

Marketing Director, Webmaster, Social Media manager and Strategist (Sold company in 2020)

Skills

Copywriting • Content Creation • Journalism • Publishing • Revenue Creation • Sales Leadership • Salesforce • Communications • Digital Strategy • Content Strategy • Marketing Strategy • Digital Marketing • Start-ups • MBA Marketing • Market Research • Product Management • Product Development • Public Relations • Writing • Video production • Contract Negotiation • Technical Management • Budgeting • Ecommerce • Artificial Intelligence • Pardot • Marketo • Hubspot • Google Certified • SEO/SEM • PPC • Advertising • Monday.com • JIRA • Smartsheets • Basecamp • Github

References

Available upon request. See [LinkedIn profile](#) for recommendations, including this one:

"Robert is a wordsmith whose writing style is efficient, persuasive, lean and fast moving and has been highly effective on software and publishing startups we worked on. His ability to describe complex situations in a manner accessible to people unfamiliar with the subject at hand has expanded our reach when we sought funding or media coverage.

As I focus on what he is able to accomplish more so than individual arrows in his well loaded quiver of skills, I would boil it down to one thing: Leadership. Robert's inherent instinct to identify objectives, locate and somehow obtain the necessary resources, find the right people, motivate them with warmth and positive energy while holding them accountable for specific results, has time again moved the needle in our pressurized, gasping for air media startups. His positive energy and sense of humor created an enjoyable environment everywhere he went.

I'll end by stating what everyone who knows him can count on. Total honesty, integrity, and reliability. He is tireless when the work needs to be completed. Any organization Robert immerses himself in is halfway to profitability as soon as he joins them, and a good bet to get all the way there because of it."

- **Russel Pergament**, *TAB Founder, Managing Partner of Affiliated News Services and Traveler's Marketing*

Summary

For more than two decades I have created and led the brand development, digital and print publishing, development and monetization, content/marketing communications, revenue planning and go-to-market strategies for distinctive brands. This has included sales enablement, press outreach, mobile apps, digital campaigns and national conferences in corporate, educational and consumer markets.

For team leadership, I turn disparate, underperforming groups into unified, results-oriented units that can satisfy clients and stakeholders, deliver positive ROI, innovative and outstanding work on time and under budget.

Personally, I support local educational initiatives; small business startups and I have proudly served on my town government for more than a decade.