



















50 CMOs to Watch in 2024 | AI & Exec Advisor | Go-to-Market Strategist | Public Speaker | Fractional/Advisor of the Year Finalist



GrowthPath Partners



Missouri University of Science and Technology

Denver Metropolitan Area · Contact info

13,707 followers · 500+ connections



Tanya Shastri, Paige O'Neill, and 3 other mutual connections

Message



More

View my newsletter

Profile enhanced with Premium

Highlights



1 mutual group

You and Liza are both in Chief Marketing Officer (CMO) Network - #1 **Executive Group for CMOs**

Marketing Teams of the Future: CMO's Guide to Leveraging AI Liza spoke at this event

Message

About

With more than 20 years leading businesses and go-to-market teams through industry inflection points, I guide companies through their AI journey. At GrowthPath Partners, my partners and I accelerate responsible AI adoption with:

- ► Applied AI workshops and training
- ► Al and executive advisory services
- ► Full human-Al org evolution

In just 6 months, I led a team's transformation achieving 35% better campaign performance, 98% lead qualification accuracy, and 75% faster content creation through strategic AI integration - scaling from a lean team to one with human and Al teammates.

Full case study and step-by-step playbook: https://lnkd.in/gpUNPZrW

See what clients and industry leaders say about our work, expertise, and values: https://lnkd.in/gCzzSt_W

As an Al & exec advisor and fractional CMO, I help companies accelerate growth through AI-enabled marketing strategies, innovative offerings, and brand leadership. My expertise spans growth strategies, Al integration, and transforming marketing into a revenue engine.

Recognized as an AI thought leader, I'm a prolific writer and public speaker focused on the strategic value and responsible use of AI in business and go-tomarket functions. See my upcoming and past speaking engagements at https://www.growthpath.net/speaking/.

Recent recognitions include:

- ▶ Al leader to follow at SaaStr and G2's Reach event
- ► Fractional/Advisor of the Year finalist
- ▶ One of 50 CMOs to Watch by Pavilion

My work has been featured in Forbes, Marketing Profs, Manila Bulletin, and Colorado Al News.

My experience spans diverse sectors and company sizes (\$40M to \$4B+), with executive roles at industry leaders including Smartsheet, Pure Storage, Brocade (now Broadcom), Juniper Networks (now HP), Encompass Technologies, Level 3 Communications (now Lumen), Virtela (now NTT Com), and WilTel (now Verizon).

I seek board opportunities where I can leverage my expertise in AI transformation, go-to-market strategy, and ethical technology adoption to drive profitable growth and positive societal impact. I champion inclusive AI adoption practices that bring diverse perspectives to decision-making, ensuring technology serves all stakeholders while driving sustainable growth.

With AI as an amplifier, it's a means to an end to amplify my passions: elevating the strategic value of marketing and other GTM functions, having diverse voices at every table, and using business as a force for good. These are what drive my work in Al.

Learn more about my work and approach at https://www.growthpath.net/



Top skills

Artificial Intelligence (AI) · Go-to-market Strategy · Product Marketing · Demand Generation · Change Management



Services







GrowthPath Partners LLC



linkec

At GrowthPath Partners, we accelerate responsible AI adoption through applied AI workshops and training, Al and executive advisory, and full human-Al. ...see more

Marketing Strategy • Product Marketing • Demand Generation • Content Strategy • Digital Marketing • Growth Marketing • Brand Marketing • Market...

Request services

Show all services →

Featured

Do more with less! I worked with a CMO and her lean team to



A Leader's Playbook: How a Lean Team Transformed Into ...

What if your next strategic teammate wasn't human but

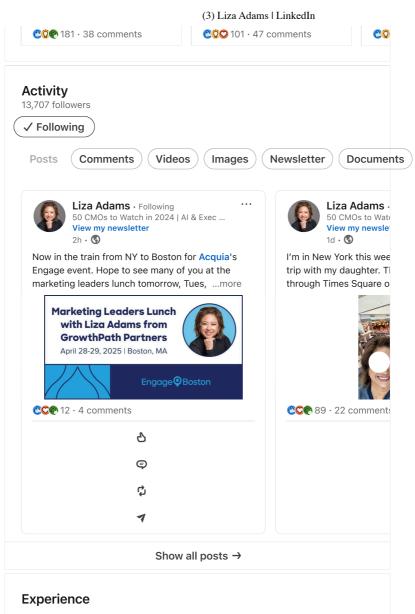


Teammates - How to Build Al... Liza Adams on LinkedIn • 5+ min read

Maki Mark



Maki Mark





AI & Exec Advisor, Fractional CMO

GrowthPath Partners · Full-time
Nov 2022 - Present · 2 yrs 6 mos
Denver, Colorado, United States · Remote

Accelerate responsible AI adoption for high-growth companies and PE/VC portfolios, focusing on:...

igoplus Go-to-market Strategy, Product Marketing and +3 skills





SVP & Head of Marketing

Encompass Technologies · Full-time Aug 2021 - Nov 2022 · 1 yr 4 mos Greater Denver Area

Acquired by PE firms in 2022. Prior to the transaction, reported to the CEO/COO, had direct interactions and accountability to the Board, and...



ENCOMPASS







Vice President of Category & Enterprise Marketing

 ${\sf Smartsheet} \cdot {\sf Full-time}$

Feb 2020 - Aug 2021 · 1 yr 7 mos

Greater Denver Area

Led a new enterprise marketing team at Smartsheet (SMAR), a \$270M collaborative work management SaaS company. With my enterprise...







Vice President, Portfolio & Solutions Marketing

Pure Storage

Apr 2018 - Jul 2019 · 1 yr 4 mos Mountain View, CA

Led a 50-person team responsible for product portfolio, solutions, content, competitive, and integrated marketing at Pure (PSTG), a \$1.4B...











Vice President, Solutions & Segment Marketing

Brocade · Full-time

Aug 2014 - Dec 2017 · 3 yrs 5 mos

San Jose, California

With a team of 32, was responsible for solution and segment GTM strategies, solutions development, thought leadership, and content...







Show all 8 experiences →

Education



Missouri University of Science and Technology

Bachelor of Science, Electrical Engineering

Activities and societies: Chi Omega

Deloitte's Board-Ready Program 2022

Sep 2022 - Dec 2022

The Deloitte's Board Ready Program is an educational and networking program for retired or senior executives who have the interest and...





Show all 4 educations →

Projects

How a Lean Team Transformed Into a Human-Al Powerhouse

Led and guided a lean team's transformation into a 45-member powerhouse with 25 humans and 20 Al teammates in 6 months. Some results include: 35%...

♥ Change Management, Artificial Intelligence (AI) and +3 skills



A Leader's Playbook: How a Lean Team Transformed Into a Human-Al Powerhouse

Volunteering



Executive Advisory Board Member and Strategy Committee Chairperson

Anderson College of Business and Computing – Regis University Feb 2023 - Present \cdot 2 yrs 3 mos Education

Advising and guiding the Anderson College of Business and Computing at Regis University on its strategic plan, market positioning and...



Lead Advisor

Blackstone Entrepreneurs Network Colorado

Oct 2023 - Present \cdot 1 yr 7 mos **Economic Empowerment**

We serve Colorado scale-up entrepreneurs so they can grow their companies, elevate their communities, and be a force for good.

Show all 5 volunteer experiences →

Skills

GTM



How a Lean Team Transformed Into a Human-Al Powerhouse

Change Management



How a Lean Team Transformed Into a Human-Al Powerhouse

Show all 49 skills →

Recommendations

Received

Given



J. Kevin Smith · 3rd

Director of Demand Generation | Head of Demand Generation | Performance and Growth Marketing Leader

May 17, 2023, J. Kevin reported directly to Liza

Liza is an outstanding strategic thinker who sees the whole playing field. She can distill competing narratives into a tight messaging strategy that clearly communicates the most compelling value proposition for the target market. She is then able to orchestrate her team's efforts to deliver insightful content, campaigns and events that support GTM efforts. She often joins in the heavy lifting and is usually the best writer in the room.



Garth Beyer · 2nd

Go-to-Market Strategist | Connecting Products to People | Growth-Focused Marketing Leader

May 16, 2023, Liza was senior to Garth but didn't manage Garth directly

Liza gets the ROI of team bonding, making complex strategies relatable, and establishing meaningful KPIs (as opposed to vanity metrics). They say the way to be the best leader is to bring others with you - and that's what she does through and through.

Show all 41 received →

Honors & awards

Fractional/Advisor of the Year Finalist

Issued by Pavilion · Oct 2024

Associated with GrowthPath Partners

This award acknowledges the outstanding contributions of fractional or interim Chief Revenue, Marketing, Customer Success or Operating Officers who have...



Fractional/Advisor of the Year Finalist

50 CMOs to Watch in 2024

Issued by Pavilion · Apr 2024

Associated with GrowthPath Partners

Exceptional marketing leadership can define the future of a brand, an industry, and even consumer behavior itself. These 50 Chief Marketing Officers transfor...



50 CMOs to Watch in 2024

Show all 6 honors & awards →

Languages

English

Native or bilingual proficiency

Filipino

Native or bilingual proficiency

Organizations

Pavilion

Apr 2024 - Present

Associated with GrowthPath Partners

Community-powered learning for high growth go-to-market leaders

CMO Coffee Talk

Jan 2019 - Present

Associated with GrowthPath Partners

The place where B2B CMOs learn, laugh, and connect personally and professionally.

Interests

Top Voices

Companies

Groups

Newsletters

Schools



Marisa Lather in · 2nd

Top Voices in Marketing & Advertising | Rising Star in Marketing | Director of Marketing & Communications at Bridge Partners | Data-Driven Brand Strategist (aka Professional Hype Gir)

16,781 followers

+ Follow



Mike Bloomberg in · 3rd

Entrepreneur, philanthropist, UN Secretary-General's Special Envoy for Climate Ambition & Solutions, WHO Global Ambassador for Noncommunicable Diseases and Injuries, mayor of NYC, father, grandfather, and data nerd.

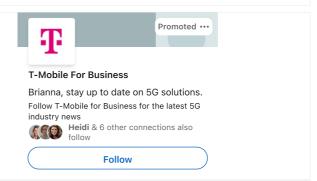
2,703,278 followers

+ Follow

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Causes

Children • Science and Technology • Human Rights



More profiles for you



Erin Mills in · 2nd

Chief Marketing Officer | GTM Leader | Al-forward CMO | Data Enthusiast| Advisor | Ex AWS, CSOD

+ Follow



Tricia Gellman · 2nd

CMO | Board Member | Growth Advisor | Passionate about GTM

- Connect



Julie Neumann in · 2nd

Chief Marketing Officer | GTM Leader | SaaS & Tech Executive

å+ Connect



Carol Howley in . 2nd

Chief Marketing Officer | Advisor | Gartner CMO of the Year 2024 finalist | Pavilion Top 50 CMOs 2024 | Diversity Lead | Forbes Committee Member

+ Follow



Isabelle Papoulias in · 2nd

Chief Marketing Officer | Chief of Staff | Chief Operating Officer | Building B2B go-to-market teams, strategic focus and operational processes th...

⁴+ Connect

Show all

Explore Premium profiles



Heidi Scheuermann in · 3rd

Executive Producer

◀ Message



Barby Garibaldi in . 3rd

Bilingual Editor | Former Teacher | Literacy Enthusiast | Court Appointed Special Advocate | Committed to Advancing Education and Literacy

✓ Message



Lillian Farzan-Kashani in · 3rd

Helping Multicultural Californians Build Confidence While Honoring Their Identity | Licensed Marriage & Family Therapist, #121953 | +8 years of...

✓ Message



Tamar Terell in · 2nd

Editorial Director @Avenue Z | Integrated Marketing, Content Strategy

L+ Connect

People you may know

From Liza's industry



Taeko Tanaka 🛅

Creative Manager at Synopsys

Connect



Jennifer Scher

Integrated Marketing Programs | B2B | Seamlessly Connecting Across Channels for Optimal Results



Christine Polewarczyk in

SVP PMM + AI GTM - B2B CMO and Exec Advisor - Content Strategy and Operations Expert - Ex-SiriusDecisions/Forrester

- Connect

≛+ Connect



Ravi Khatod

7x CyberSecurity Entrepreneur

- Connect



Meghan Le

Vice President, Product Management

- Connect

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