

<https://www.linkedin.com/in/themarketingleader/>

20 years of Marketing, Sales, Operations, and Product experience within both up-start and global enterprise organizations. From IC roles to SVP of global, matrixed Marketing Organizations I have the depth and breadth of experience to both execute and orchestrate the job-to-be done.

### About AI:

AI represents a profound cultural shift, demanding "generative thinking" in tandem with generative technologies. I have immersed myself in the field by finding self-directed learning opportunities at Andus Labs, Sundai.club, and Harvard D3. In conjunction with two AI Developers, I've co-founded (GrowthMax) a company in the process of building an AI desktop agent designed to autonomously assemble agents and multi-context processors (MCPs). I do this work to gain practical, real-world experience outside of the more risk averse corporate AI experiments.

### Quick Reference

Management Style:	I coach using a Strengths Based Mgt philosophy encouraging teams to identify personal motives that we can focused on the job-to-be-done.
M&A Deal Team:	Various roles across 7 acquisitions in the US, France, Netherlands, and Australia
Organic Growth:	Led net new pipeline growth up to 113% YoY across US, LATAM, China, & Europe
Admin Proficiency:	SFDC ,Adwords, HubSpot, Autopilot, WordPress, SearchMetrics
Geographic Work:	Hired and coached teams in US, Canada, UK, France, Mexico, & China
Channel Mgt:	Created channel incentive, education, and recruiting programs: VAR, Disty, and Integrators.
Performance MKT:	Full lifecycle strategy, tactics, budgets, analytics, & integration into CRM/Ops systems
Personality:	My most <b>employed personality traits</b> as scored by the Hermann Brain Dominance Indicator (HBDI): 1. Analytical 2. Problem Solver 3. Intuitive. 4. Synthesizer. 5. Innovator & Conceptualizer

### Positions Held

**Vice President Marketing: Growth, Product Mkt** 2025-present  
Private Equity PortCo- Traject Data (exit to SaaS.Group)

Hired by CEO to transform GTM strategy to go up market finding higher value "enterprise" customers, increase ADS and conversion rates by over 100%. My objective was to hit a 10% growth rate to position the entity for a transaction, goal achieved. I'm now in the process of rebranding and integrating GTM processes.

**Vice President Marketing: Growth, Customer Mkt, Product Mkt** 2024- 2025  
Equity PortCo- BigTime (T&E platform for consulting firms)

Hired by CEO, COO, and Board of Directors to:

- grow new logo pipe by 30%,
- coach and develop repeatable processes for the Product & Customer Marketing teams, and
- evolve brand to be more representative of an "enterprise" offering versus point solutions

**Sr Vice President Marketing** 2016- 2024  
Wiser Solutions (B2B&C retail intel)

Hired by the CEO and founder, my primary responsibilities include generating new bookings growth, elevating brand awareness, integration of acquisitions, and rigorous measurement and analysis of our data-led decisions.

Achieved:

- 78% increase in new prospect meetings,
- 107% increase in incremental bookings pipeline, and
- 38% increase in incremental Closed Won

I also had a role on the M&A deal team where I develop and execute our playbook detailing the marketing and brand management due diligence processes, including plans for the cultural and operational integration.

**---Served as interim Vice President Product Management Q1-Q4 '19**

- Creating processes leading to a data driven (Jobs-to-be-Done) feature development culture,
- Hiring and coaching of Product Managers

**Sr. Director, Global Digital Marketing & Operations**

2014-2016

FUZE/ThinkingPhones - Cambridge, MA (exit to 8x8)

Hired by the CEO to develop a modern marketing culture, grow awareness, and generate demand.

- Achieved 17% incremental contribution to revenue pipeline,
- Developed automated and integrated with Salesforce Channel Lead Management System resulting in a 45% decrease in the number of days a lead would enter a closed stage.

**Sr. Manager, B2B/C Channel Marketing Programs**

2006-2011

NOKIA/HERE - Chicago, IL (fmr. NAVTEQ & Microsoft)

Developing and executing channel programs within the GIS/Navigation division, focusing on large global retailers.

- Managed internal and external M&A communications
- Positioned the value of our Navigation data with influential press and analysts
- Managed global co-marketing programs for GARMIM, Amazon, Costco, and Best Buy accounts

**Marketing Manager**

2004-2006

Best Buy Corporation (BBY), Richfield, MN

- Created, developed, and executed local, regional, and national brand and category campaigns
- Tested new customer upsell programs stemming from “customer centricity” initiatives
- Managed sponsorship activations/execution with NASCAR

**Co-Founder**

1999-2001

ADEPTIA, Inc - Chicago, IL (**exit to PSG Equity**)

Acquired by PSG, I secured initial equity investment and hired the management team. Acquired for approximately \$70M USD during Q4 of 2022.

**Sales, Analyst Relations, & Marketing Roles**

1994-99

3Com/USRobotics/PALM

- 3x Presidents Club Award winner (ISP Enterprise Systems)
- Launched first high-speed cable router product in the US and Canada

**About me:**

I am an avid alpine skier, fitness & wellness enthusiast, and full-time “counsel” to my two student-athlete sons serving primarily as a short order cook & equipment manager. I was raised in the Detroit area but have lived/worked in the UK, WI, UT, MN, IL, NY, and NV. As a family leader, I’ve placed a high degree of importance on the life lessons athletics can offer to my kids and have thus held a variety of volunteer roles with the Olympic Games, St John’s Preparatory High School Rowing, Baseball, Track, and Lacrosse teams. I’m also involved with various logistics support for the University of Pennsylvania (“UPenn”) Men’s Lacrosse Team Parents Association.

I have a BA from the University of Dayton, OH