

John Arnold

Sr. Director Product Marketing at Return Path

Summary

PRODUCT MARKETING EXECUTIVE

Go To Market Strategy • Sales Enablement • Product Positioning • Market Education • Category Development
• Agile and Lean Marketing

I'm a versatile and distinguished senior leader with a history of executing highly effective yet simple go to market strategies in Agile and lean startup environments. I love creating the emotive and strategic contexts for smart products to become great sources of revenue, profit, and customer satisfaction. I also love creating the organizational contexts needed for smart people to become highly effective and collaborative teams who achieve goals together. I can lead startups and I can drive to scale. I have been a part of two venture funded companies who achieved successful exits. I'm a reader and a writer. I'm a student and a teacher. I'm a listener and a speaker. I'm a geek for marketing and a marketer for geeks.

Publications

Email Marketing for Dummies

Wiley Publishing

Authors: John Arnold

Done properly, e-mail marketing is highly effective. E-Mail Marketing For Dummies can help you send your message to the inboxes of the world while observing professional standards, improving your deliverability, and executing your e-mail marketing strategy in line with current laws. You'll discover the secrets to creating professional and inviting e-mail messages, locating receptive respondents, tracking the results, and finding out whether your program is working. You'll be able to:

- * Combine e-mail with other marketing media
- * Develop a winning strategy, build a quality e-mail list, and find success
- * Comply with anti-spam laws
- * Set reasonable objectives
- * Decide whether to use an e-mail service provider
- * Brand your e-mails
- * Build relationships with your customers
- * Increase your "open" rate and find out who's actually opening your e-mails
- * Use e-mail to improve search engine optimization

Web Marketing All-In-One Desk Reference for Dummies

Wiley Publishing

Authors: John Arnold, Ian Lurie, Elizabeth Marsten, Marty Dickinson, Michael Becker

Web Marketing All-in-One For Dummies shows you how to please both customers and search engines; track

your performance; market with e-mail, blogs, and social media; and more. It's a one-stop guide to

- * Maximizing Internet potential for your business and ranking high in searches
- * Tracking how your ads, pages, and products perform
- * Managing pay-per-click ads, keywords, and budget, and developing marketing e-mails that customers actually want to read
- * Creating a blog or podcast that helps you connect with clients
- * Using social media outlets including StumbleUpon, Facebook, and Twitter
- * Leveraging mobile technology
- * Generating traffic to your site and writing ads that get clicks

Not only that, but Web Marketing All-in-One For Dummies includes a Google AdWords redeemable coupon worth \$25 to get you started! Begin developing your Web site strategy and start marketing your business online today.

Mobile Marketing for Dummies

Wiley Publishing

Authors: John Arnold, Michael Becker

Mobile communication is hot, and so is marketing on mobile devices. Mobile Marketing For Dummies provides a clear and easy path for creating, launching, and making the most of a mobile marketing program. Designed for marketing professionals and other business people who may have little experience with the medium, it explains mobile marketing and how to convert a traditional marketing plan to mobile. Topics include assembling resources and budget, creating a plan, following best practices, building mobile sites, and much more.

- * Explains what mobile marketing is, how you can adapt a traditional marketing plan for mobile, and how to create and launch a mobile marketing plan from scratch
- * Covers activating a plan using voice, text, e-mail, and social media campaigns
- * Explores the nuts and bolts of building mobile sites, apps, monetizing mobile, and advertising on other mobile properties.

Marketing Tools & Technologies Column

Entrepreneur.com

Authors: John Arnold

Columns, blogs, and ask-the-expert articles covering marketing tools & technologies and practical marketing ideas.

Email Marketing Basics

Lynda.com 2011

Authors: John Arnold

In Email Marketing Basics, John Arnold demonstrates how to get the most out of email marketing campaigns. The course offers strategies for building a quality list of subscribers and maintaining a company's brand and

reputation by complying with spam laws, creating valuable email content, and ensuring emails are branded consistently. It also covers crafting marketing emails—from format and design to content—and analyzing the effectiveness of email campaigns.

B2B Online Display Advertising for Dummies

Wiley, Bizo, IAB B2B Committee

Authors: John Arnold

Bizo announces “B2B Online Display Advertising For Dummies,” a guide developed by Bizo and supported by the IAB B2B Committee.

Topics covered in the book include:

- How to map a comprehensive B2B display ad strategy;
- Best practices for developing, targeting, testing, and optimizing B2B ad creative;
- Using social advertising to drive engagement on Facebook, LinkedIn, and Twitter;
- Implementing various flavors of retargeting to drive more conversions;
- Attribution and the importance of aligning metrics with marketer goals across the funnel.

The book is part of the "For Dummies" reference series published by John Wiley & Sons and written by John Arnold.

Building a B2B Brand Online for Dummies

Wiley, Bizo, IAB B2B Committee

Authors: John Arnold

IAB announces “Building a B2B Brand Online for Dummies,” a guide developed by Bizo and supported by the IAB B2B Committee.

Download your free guide to learn more about:

- How online advertising builds your B2B brand
- Why audience targeting gives your brand the boost it needs to reach your revenue goals
- How online brand building lifts all your marketing results
- How social media can build your B2B brand
- How to reach your goals
- And more!

The book is part of the "For Dummies" reference series published by John Wiley & Sons and written by John Arnold.

Experience

Senior Director Product Marketing at Return Path

September 2013 - Present (1 year)

Hired to build global awareness, differentiation, and demand for a highly technical enterprise-level product mix.

Director, Sales Training at Return Path

April 2012 - September 2013 (1 year 6 months)

Responsible for maximizing sales performance in North America, Europe, South America, and Australia through global training, coaching, knowledge sharing, teamwork, motivation, collaboration, management development, and effective sales methodology.

Director of Education at Mobile Marketing Association

November 2010 - April 2012 (1 year 6 months)

Hired to build and oversee sales of new marketing consulting and training programs. Coordinated global business development activities. Created strategic business plans and marketing program curriculum. Established and managed relationships with Fortune 500 brands, marketing agencies, and publishers. Delivered onsite workshops and training sessions. Maintained P&L responsibility for entire education and consulting business unit. Reported directly to CEO.

Columnist, Blogger, Ask-the-Expert at Entrepreneur

December 2009 - April 2012 (2 years 5 months)

Columnist, blogger, and ask-the-expert writer covering marketing tools & technologies for small businesses.

Advisory Board Member at Wildfire, a division of Google

2010 - 2012 (2 years)

Director, Customer Training & Certification at Constant Contact

January 2006 - September 2010 (4 years 9 months)

Promoted from Regional Development Director. Created local and national email marketing education programs for customers with a goal of increasing market intelligence and product sales. Facilitated sales of email, social media, survey, and event marketing products. Conducted seminars, workshops, and other events. Provided small businesses, associations, and non-profits with comprehensive marketing training. Managed team of 5 and collaborated with cross-functional Marketing, Sales, IT, and Business Intelligence staff.
8 recommendations available upon request

Skills & Expertise

Training & Development

Sales Trainings

Sales Presentations

Public Speaking

International Training

Technical Writing

Columnist

Blogging

Team Leadership
Strategic Planning
Strategic Consulting
Budgeting
P&L
Salesforce.com
Solution Selling
Consultative Selling
Fortune 500
Digital Marketing
Email Marketing
Mobile Marketing
Entrepreneurial Experience
CRM
Entrepreneurship
Budgets
Selling
Sales
Cross-functional Team Leadership
Marketing
Management
Lead Generation
Online Marketing
Start-ups
Online Advertising
Customer Acquisition
Direct Marketing
B2B
Marketing Strategy
B2B Marketing
Multi-channel Marketing
Market Research
Sales Enablement
Go-to-market Strategy
Product Marketing

Education

Babson College
Organizational Leadership

University of Colorado at Boulder
BS, Business Administration & Marketing

Volunteer Experience

Executive Board Member at Boulder Chamber of Commerce
2010 - Present (4 years)

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8 people have recommended John

"John has the skills to help you reach others in an effective way through email marketing. He even wrote the book "E-Mail Marketing for Dummies" I highly recommend John You can contact him at www.johnarnold.com Boost your marketing in an ethical way. No spamming."

— **Bill A.**, was John's client

"John is the type of customer that every account manager wishes he had – open, honest, reasonable, knowledgeable, and matter-of-fact in his dealings with you. He's an expert in his field and he knows what needs to happen and how to make it happen. It really is a pleasure working with him and for him as a supplier."

— **Carl M.**, *Director of Business Development, American Research Institute*, was a consultant or contractor to John at Constant Contact

"I had the opportunity to meet John when I was selected to participate in a conversation about how well Constant Contact was working for me. I was honored to be selected for this opportunity. I quickly learned that John is the most knowledgeable person I have ever encountered in relationship marketing. John has been my personal mentor in really developing an effective e-mail marketing strategy. We have become collaborators on many projects over the past several years. As a two-time author in the "For Dummies" series of books, you can be sure that what you read is really how he operates. Follow his lead, use his strategy, and you will be successful!"

— **Mark Crowley**, *CEO, Greenwood Village Chamber of Commerce*, was with another company when working with John at Constant Contact

"John has a keen understanding of marketing and the needs of the small business owner. He has a unique ability to capture complex processes and sets of information and encapsulate them into meaningful and actionable bits of knowledge for the purpose of generating business results."

— **Michael Becker**, *VP, Mobile Strategy, iLoop Mobile Inc.*, was with another company when working with John at Constant Contact

"There are only a few people in the Internet marketing business that I would recommend as exceptional trainers. John is one of those elite teachers because of his ability to present what would normally be very complex and technical email procedures in an easy-to-digest, step-by-step process. If you are a do-it-yourself business owner or a provider of Internet services, get to one of John's email training sessions immediately."

— **Marty Dickinson**, *President, HereNextYear.com*, was with another company when working with John at Constant Contact

"I worked with John on the Web Marketing All-In-One Desk Reference. He headed the writing team as editor. John's patience and organization really kept us on track. We had to write over 800 pages in just a few months. And "we" meant five authors across the USA with their own busy schedules. He balanced that and the team at Wiley, and made the book the better for it. I won't hesitate to join his team again!"

— **Ian Lurie**, *Owner, Portent Interactive*, worked directly with John at Constant Contact

"John is open and honest and has an entrepreneurial streak in him a mile wide. He has a knack for rapidly locating the most-effective ways to move a marketing initiative forward and possesses that rare gift of fueling his passion with his profession. His passion is understanding how to impact the way consumers behave as they do, regarding driving incremental purchases. His profession is marketing. The results of this convergence are impressive."

— **Wilson Kerr**, *Founder, Principal, Location Based Strategy, LLC*, was with another company when working with John at Constant Contact

"John is most credible businessman with a high degree of honesty and ethics. I would not hesitate to work with him in the future."

— **Bill Jancosko**, *Partner, CFO, Timepiece Capital Inc.*, was with another company when working with John at Constant Contact

[Contact John on LinkedIn](#)