

# Ron Kagan

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## SUMMARY

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Elite full-stack marketing: product marketing, demand generation, digital, brand, content player-coach. A voracious Marketing Engineering "Athlete" with a demonstrable championship record including being named by HubSpot as a Worldwide Champion multiple times from amongst 100,000 HubSpot marketers. Scales B2B SaaS GTM from early stage through \$50M ARR and beyond, particularly in regulated industries like pharma, FinTech, AI/ML, and DevOps. Achieved 27% YoY revenue growth at Feedzai by translating complex technical concepts into high-impact GTM strategies. Expert in leading cross-functional teams and managing sophisticated MarTech stacks (Salesforce, Marketo, HubSpot) to support enterprise sales across NA, EMEA, LATAM, and APAC. Ready to drive Nexxa.ai's GTM strategy to new heights.

## EXPERIENCE

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### *Feedzai, **Global Head of Digital Demand Generation & Marketing Operations***

*Feb 2023 - Aug 2025*

AI/ML-powered RiskOps platform protecting enterprise financial institutions (HSBC, Citi) from sophisticated threats and fraud. (500 Employees).

- Rebuilt the global omni-channel demand generation function from scratch for a SaaS FinTech Unicorn, driving an unprecedented 27% YoY revenue growth.
- Directed a global brand and digital transformation, securing alignment across executive leadership, product, sales, and marketing stakeholders worldwide.
- Saved 22% on search engine marketing (SEM) budget while increasing conversions by replacing an external agency with optimized in-house expertise.
- Improved field marketing channel ROI by 100% YoY through optimized targeting, attribution modeling, and integrated campaign strategies.
- Received a company-wide award for excellence in management and cross-functional leadership.

### *Major League Hacking (MLH), **Marketing Director***

*Mar 2022 - Nov 2022*

B2B Talent Marketplace connecting emerging software engineers with enterprise clients (AWS, Google, Meta). (25 Employees).

- Lifted sales-accepted pipeline by 300% through high-velocity direct response campaigns without raising customer acquisition costs (CAC).
- Executed 7 simultaneous omni-channel campaigns; strategic Account-Based Marketing (ABM) yielded qualified opportunities with 9 Fortune 200 leaders.
- Built and led a Global Center of Excellence; researched and authored an eBook establishing thought leadership on the state of the open-source software ecosystem.
- Leveraged innovative sourcing techniques and automated data enrichment strategies to rapidly scale supply-side acquisition and meet extraordinary demand.

### *Within3, **Director, Growth Marketing and Operations (Demand Generation, MarOps, SDRs)***

*Dec 2020 - Mar 2022*

B2B SaaS collaboration platform for global life science organizations (AstraZeneca, Moderna, Merck). (200 Employees).

- Promoted from individual contributor to lead the global SDR and marketing operations teams; built the department from scratch, hiring and training high-performing teams.
- Drove 25% closed/won growth via direct response and product marketing campaigns targeting the 100 largest global pharmaceutical organizations.
- Architected and integrated the global MarTech stack (Salesforce, HubSpot, Gong, ZoomInfo, RingLead), establishing a single source of truth for GTM operations and achieving 95%+ adoption.
- Partnered with global sales leadership (20 reps) to optimize GTM operations across NA, LATAM, EMEA, and APAC, adapting strategies for regional market variations.

### *Code Climate, **Head of Marketing Operations, Demand, Paid, & SDRs***

*Mar 2020 - Dec 2020*

B2B SaaS DevOps platform providing engineering intelligence to clients including Forbes, Instacart, and Slack. (50 Employees).

- Implemented scalable growth mechanisms and operational infrastructure that positioned Code Climate for a \$50M Series C funding round (USV, Foundry).
- Added +70% to the pipeline via Google Ads optimization within three weeks of engagement; streamlined unnecessary spend by 90% on competitive keywords.

- Implemented Metadata.io ABM suite to target technical B2B leads; achieved 500% cost savings on top-of-funnel attraction using Meta platforms over LinkedIn.
- Served as interim head of the SDR team, designing outbound and inbound ABM/enterprise plays.

*Expo (Formerly Pared), **Head of Demand Generation & Marketing Operations***

*Oct 2018 - Mar 2020*

B2B Talent Marketplace for the hospitality industry. (50 Employees).

- Built the demand marketing function from scratch, launching growth from \$10M Series A through \$30M Series B.
- Achieved a 50% decrease in CAC via successful automation of omni-channel outbound prospecting.
- Contributed 30% to the closed-won pipeline for a 15-person sales team as the sole MarOps/Demand hire.
- Enabled nationwide rollout by automating the retrieval and enrichment of publicly available market intelligence.
- Implemented a global award-winning HubSpot instance integrated with Segment CDP and Salesforce.

*Advisen, **VP, Head of Marketing, Global***

*Apr 2017 - Oct 2018*

B2B SaaS data provider for the Property & Casualty Insurance industry. (75 Employees).

- Promoted from individual contributor to global leader overseeing demand generation, operations, and product marketing.
- Executed turnaround growth strategies that directly led to the acquisition of Advisen by Zywave.
- Implemented HubSpot and overhauled Salesforce infrastructure for 50 staff across the US, UK, and Philippines.

*Argyle Executive Forum, **Campaign Analytics Manager***

*Apr 2015 - Mar 2017*

B2B Marketing Services connecting event sponsors (Adobe, IBM, Oracle) with Fortune 1000 executives. (100 Employees).

- Served as lead Marketo administrator and Salesforce SME, managing complex nurture programs, lead scoring, and attribution modeling for a 250-person global organization.
- Achieved a 100% gain in efficiency for a 7-person SDR team by automating lead research processes; scaled contact database from 28k to 248k while improving data quality.
- Authored targeted persuasion emails weekly, sourcing \$3.6M in revenue (25% YoY increase).

*Backstage, **Head of Community and Customer Care***

*Feb 2012 - Apr 2015*

B2B2C Talent Marketplace. (50 Employees).

- Promoted from contractor to department head. Led field and social marketing in North America. Reduced subscriber churn rate by 50% by optimizing customer care operations and implementing Zendesk/Zuora.

## EDUCATION

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*Florida State University*

*Master • **Acting***

Full-merit scholar; 1 of 12 selected from 2,000 applicants

*Hunter College (CUNY Macaulay Honors)*

*Bachelor • **Theatre and Interdisciplinary Honors Studies***

Summa Cum Laude, Full-merit scholar

*Oxford University New College*

***Philosophy of Language and Roman History***

Non-degree program

## SKILLS

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Account-Based Marketing (ABM) • GTM Strategy • Buyer Personas • Segmentation • CRO • SEO/SEM • Lead Nurturing & Scoring • Market Research • Messaging & Positioning • Sales Enablement