

PIS Executive Profile

Position: International Marketing Executive for Growth-Orientated Technology Companies

Location: Boston, MA

Relocate: Yes No Possibly



CID#: 224098

EXECUTIVE CANDIDATE PROFILE

A strategic marketing professional with over 15 years of experience in building and leading high-performing marketing teams for global B2B and B2C technology brands. Possessing excellent storytelling abilities, enabling them to effectively communicate complex technical information through targeted marketing content. They have a strong understanding of consumer behavior and key demographics, allowing them to align messaging accordingly across international markets.

This executive thrives in collaborative environments that foster continuous improvement. They are driven to expand the reach of cutting-edge technology into new markets, resulting in substantial revenue growth and increased profitability for small to mid-sized businesses as well as early-stage projects with funding. Their expertise lies in launching and scaling brands, and they are adept at maximizing the potential of emerging technologies.

Core Expertise

<i>Global Marketing Strategy</i>	<i>Technology Sales</i>	<i>Revenue Generation</i>
<i>Market Expansion</i>	<i>Business Growth</i>	<i>Digital Marketing</i>
<i>Demand & Lead Generation</i>	<i>Product Messaging</i>	<i>SEO</i>
<i>Market Research</i>	<i>Data Analytics</i>	<i>New Product Launch</i>

■ Recognition / Achievements

- *Creating one of the first geo-specific mobile marketing campaigns and in-app messaging for a series of escalating discounts with location-based check-ins. This was so successful that Foursquare adopted the strategy and used it to help "create a suite of advertisement offerings (including "Foursquare Specials") after the conclusion of the campaigns in the summer of 2010.*
- *Drove organizations \$6 million in revenue from 2013 to mid 2015. Signed over 40 new enterprise accounts from Q1 and Q2 alone. Deal sizes ranged from \$50k to \$200k - Average deal size was \$125k/annually.*
- *Drove a 50% increase in new business in the second half of 2015 alone by expanding to multiple different verticals. Started at \$8 million in revenue - ended at just over \$14 million.*
- *Authored three books on subjects ranging from Prompt Engineering and Influence to Video for B2B Organizations and is currently working on a fourth book on B2B Storytelling for Marketing, Sales, and Management.*

■ Education / Designations

- *B.A. Liberal Arts, Journalism & Marketing*
- *Multimedia Design Certificate*