

Top performing, goal oriented, and results focused Marketing Operations Leader with 10+ years of comprehensive experience developing innovative campaigns, promoting cross-functional collaboration, and driving demand for leading enterprise SaaS providers. Highly proficient developing and implementing innovative process improvements and change management strategies with a proven history of increasing sales pipelines and improving brand awareness. A proven leader with exceptional communication skills, capable of building and managing elite teams, cultivating productive relationships with external partners, and coordinating synergy between all organisational levels to ensure achievement of immediate and long-term company goals.

Areas of Expertise include:

- Global Marketing Strategies
- Marketing Operations
- Sales & Marketing Automation
- Brand Positioning & Awareness
- Team Leadership & Coaching
- Change Management
- Growth marketing
- Communication & Collaboration
- Demand Generation
- Customer Lifecycle Management
- Account-Based Marketing (ABM)
- Multi-tasking & Time Management

Professional Experience

CAUSEWAY LTD | London/Bourne End/Newbury/Maidstone | 2019 - 2020

VICE PRESIDENT, DIGITAL MARKETING (CONTRACT)

Brought into establish a leading Marketing team to drive growth in the Construction software industry. Hired a team of sales-aligned Marketing professionals and a central digital team focused on inbound demand generation and customer experience.

- Relaunched the website, created an SEM, SEO strategy for brand engagement and to deliver net new conversion at low CPA resulting in 140% increase in average monthly sessions.
- Established an always on operating model, with a focus on thought leadership programmes driving short form content to seed digital conversion and optimisation. Conversion to pipeline based on email nurture, retargeting and a lead scoring model in HubSpot and MS Dynamics increased by over 10%.
- Created an ABM scoring model combining firmographic, demographic, behavioural and intent data to enable mass customisation of web experiences using dynamic content and scoring of marketing influence with early indicators that conversion to Sales Qualified Opportunity (SQO) increased by 20%.
- Implemented an agile approach in *Wrike*, using internal and freelance/offshore resources, for collaborating on and executing campaigns that reduced build and deployment times by over 50% and cut costs by 30%, to drive leads faster and reduce CPL.

BIZAGI LTD | London/High Wycombe/Santa Clara/Bogota | 2018 - 2019

VICE PRESIDENT, GLOBAL DEMAND CENTRE (CONTRACT)

Hired to establish a Global Demand Centre to enable growth through an 'always on' operating model focused on acquisition and engagement with 'top of funnel' demand. Led a team of digital and operations specialists to plan and execute programs to monetise the Bizagi freeware community, while implementing an infrastructure and data model to support enterprise ABM.

- Managed a team of four Digital Marketing specialists and defined KPIs, planning and operating model to drive focus on scalable demand resulting in 10% increase in pipeline value and 25% increase in MQL volume
- Established working practices for creating digital inbound campaigns, with a focus on SEM, SEO and social resulting in 30% increase in inbound conversions.
- Created nurture framework using Marketo platform and drove MQLs to BDR team using MS Dynamics using lead scoring models, increasing conversion to SAL by 10% and increasing pipeline velocity by 15%
- Created functional systems and data requirements definition of business requirement to support Account-based marketing (ABM), incorporating firmographic, demographic, behavioural and intent data signals into opportunity scoring logic. This was to ensure that BDRs and Field sales were focused only on qualified pipeline that met their target named accounts and defined market segments.

BASWARE OYJ | Helsinki/London/Munich/New York/Sydney | 2011 – 2018

VICE PRESIDENT, GLOBAL DEMAND GENERATION & MARKETING OPERATIONS | 2013 – 2018

Oversee and direct global marketing activities, while managing a \$1.5M programmes budget. Maintain responsibility for transforming enterprise from 3-member staff to a 24-member global performance-based digital marketing team developing highly innovative campaigns in collaboration with Product Marketing Department and Field Teams.

Key Accomplishments:

- Developed and executed highly effective change management strategies to increase marketing-sourced pipeline by 60% (\$130M+) over one-year period.
- Incorporated innovative tech stack into global website rebuild, resulting in an 80% increase in web sessions.
- Increased marketing lead generation by +200% through creation of engaging omnichannel campaigns.
- Led initiative to enhance marketing-sourced order intake ARR, resulting in a 33% increase (from 18% to 24%) over a 3-year period.
- Increased organic search pipeline to 35% of net new pipeline through implementation of web content, UX, and global SEO strategies.
- Won Eloqua Markie Award for Best Sales & Marketing Alignment (2013) as a result of increasing conversion from SAL to SQO by 16% while simultaneously reducing time taken to convert enquiries to SQOs by 50%.

DIRECTOR, REGIONAL FIELD MARKETING (UK, NORDIC, BENELUX, FRANCE) | 2011 – 2013

Played a key role in increasing revenue generation through integrated marketing programmes encompassing digital advertising, webinars, newsletters, email, and SEM. Strengthened customer engagement and brand positioning through development of an integrated influencer relations program on LinkedIn and Twitter. Enhanced lead quality by introducing tele-qualification to drive only BANT-qualified leads.

- Implemented automated lead scoring, resulting in 20% reduction in lead cost and 100% conversion increase.

B2B MARKETING SOLUTIONS LTD | London/Mumbai/New Hampshire/South Africa | 2010 – 2011

MANAGING DIRECTOR

Directed operations of a boutique field marketing and automation consultancy firm targeting enterprise software and service companies. Clients included:

- **Acrotrend:** Redesigned lead generation, pipeline management, marketing database, and e-marketing strategies, resulting in avoidance of company's projected revenue loss.
- **HiSoftware:** Improved client base to facilitate successful international expansion from the U.S. into EU.

VAMOSIA LTD | Boston/London/Glasgow | 2009 – 2010

VICE PRESIDENT, WORLDWIDE MARKETING

Spearheaded international growth for company's professional services, and implemented packaging of SaaS solutions for document and web management. Played a key role in rebranding company by elevating value proposition and launching new product development strategies.

Key Accomplishments:

- Promoted adherence to \$500K budget in targeting major clients (Deloitte, Sun/Oracle, Glaxo-Smith-Kline, IBM).
- Rebuilt and relaunched Website to enhance UX and brand visibility using WordPress, resulting in 100% growth of inbound conversions within 3 months of launch
- Implemented Eloqua lead nurturing and scoring, and improved Salesforce pipeline management, resulting in a first-year lead volume increase of 400% and a \$2.3M sales pipeline.

MERRILL DATASITE | Minneapolis/London/Munich/New York/Hong Kong | 2008 – 2009

DIRECTOR, INTERNATIONAL MARKETING

Managed \$2M budget to lead and direct a 10-member team across 5 marketing agencies to oversee branding, website, collateral, localisation, direct mail, telemarketing, database management, media sponsorship and events.

Key Accomplishments:

- Coached and mentored key personnel on Oracle and Map Sugar CRM utilisation and best practices, resulting in significantly enhanced pipeline management.
- Generated \$1.5M in new revenue and 35% CAGR while meeting annual lead goals and quotas.
- Improved EMEA reputation by leading development of innovative PR campaign to strengthen awareness and positioning regarding Virtual Data Rooms (VDRs).
- Ensured complete internal buy-in on new automated lead and pipeline management processes and technologies.
- Redesigned landing page localisation processes in 6 countries to ensure brand consistency, and designed multi-lingual sites to capture leads in 5 languages.

SERENA SOFTWARE CORPORATION | San Mateo/St. Albans/Paris/Milan/Singapore | 2004–2007

EMEA DIRECTOR, FIELD MARKETING

Oversaw EMEA field marketing strategies including lead generation, event management, market research, email marketing, and database management.

Key Accomplishments:

- Cultivated strong relationships with regional resellers and niche consultant companies to maximize lead referrals.
- Increased international brand awareness by coordinating messaging and product launches across all corporate levels.
- Facilitated sales closing by transforming sales tools library.
- Successfully built multi-lingual website that leveraged Content Management System technology to empower local countries to improve management of content and campaigns.
- Championed collaboration with a specialist consulting firm to measure ROI in Salesforce.com and associated metrics.
- Spearheaded adoption of Salesforce.com in international region and configured marketing processes in Europe Marketing Team to adopt Eloqua Marketing Automation Platform.

Prior career details available on request

Education & Training

Master of Business Administration
UNIVERSITY OF READING

Bachelor of Science (Honours), Management Sciences (Marketing)
UNIVERSITY OF LANCASTER