



EXECUTIVE SUMMARY

Mission-oriented, passionate marketing executive with twenty years' experience in B2B SaaS startup, early-stage, and fast-growth companies across multiple industries including IT security and infrastructure. Proven expert at developing go-to-market strategy, positioning, and cross-functional enablement. Data-driven, strategic leader who can also roll up her sleeves and get things done.

- + Driver of company growth from less than \$1M to \$50M—from seed to Series C and beyond
- + Integral part of numerous executive teams, building the full marketing strategy and function from the ground up
- + Go to market expert for scores of award-winning products that earned millions in revenue
- + Brand builder transforming companies from startup to category leader
- + Developer of high-performing teams, from recruiting and management to professional development

EXPERIENCE

Chief Marketing Officer

eVisit

Telehealth

Jan 2019 – Sept 2020

Early-stage telehealth SaaS company. Reported to CEO and managed multimillion-dollar annual budget. Recruited to accelerate growth by building and executing enterprise marketing strategy from the ground up. Interim customer success leader. Managed team of 16.

- + Pivoted business model from SMB to enterprise, leading go to market plan and growing ARR by 146%
- + Defined and targeted ideal customer profile, increasing average deal size by 3,233%
- + Built and managed marketing strategy, generating 92% of the sales pipeline and revenue
- + Managed multimillion-dollar marketing budget, achieving 3x ROI
- + Built press and analyst program from scratch, resulting in coverage by top-tier analysts Gartner and Forrester
- + Redesigned website to focus on enterprise market, driving 45% of target accounts to the site
- + Hired eight key customer success team members, including VP of Customer Success, to retain, scale, and expand enterprise accounts

Vice President of Marketing

CampusLogic

Education Technology

Jul 2015 – Jan 2019

Early-stage financial aid SaaS company. Reported to CRO, built and managed marketing team of 12 and \$4M annual budget. Recruited to accelerate growth through marketing strategy and execution. Played pivotal role in the company's revenue growth of 3,300%, making it the fastest-growing SaaS business in AZ.

- + Increased brand awareness, moving from startup to leader with 56% market engagement
- + Created demand generation engine, generating 50% of the sales pipeline and revenue
- + Delivered integrated, data-driven marketing, increasing customer acquisition by 800%
- + Built account-based marketing model, bringing in \$1M in ARR in its first year
- + Integral part of Series C funding, securing \$55M led by JMI Equity



Vice President of Marketing

Picmonic Education Technology Nov 2014 – Jun 2015

Startup test preparation SaaS company. Reported to CEO and managed team of 6. Recruited to accelerate growth through new product go to market. Led marketing strategy, taking new product to market and establishing B2B sales function for innovative medical and nursing test preparation software. Created marketing strategy, positioning, messaging, and enablement. Managed digital marketing, social media, e-commerce, PR, and brand development.

Marketing Director

rSmart Education Technology Jun 2012 – Oct 2014

Fast-growth higher ed ERP SaaS company. Reported to CEO, managed team of 2 and multimillion-dollar annual budget. Recruited to develop marketing strategy from the ground up. Increased brand awareness and drove demand. Took new SaaS product to market building \$48M pipeline. Established product positioning, packaging, pricing, and integrated campaigns. Led all aspects of marketing through acquisition by QualiCo, when the company moved to UT.

Marketing Director

eEye Digital Security IT Security May 2010 – Jun 2012

Fast-growth IT security company. Recruited to lead marketing strategy and re-establish brand. Reported to CEO, managed team of 4 and multimillion-dollar annual budget. Built marketing strategy and organization from the ground up. Rebranded, built awareness, drove demand, and managed press and analyst relations. Integral part of marketing leadership through acquisition by BeyondTrust in 2012.

Marketing Director

Telesoft Telecom Expense Management Mar 2009 – Apr 2010

Telecom expense management software company. Reported to COO, managed team of 2, and multimillion-dollar annual budget. Recruited to develop marketing strategy and revitalize older brand through company re-brand, positioning, and messaging. Managed all aspects of marketing including public and analyst relations, brand building, demand generation, digital marketing, and sales enablement. Integral part of executive team.

Product Marketing Director

NetPro IT Infrastructure May 2007 – Mar 2009

Product Marketing Director

PatchLink IT Security Jul 2006 – Apr 2007

EDUCATION

University of Arizona BA Psychology

SKILLS

- + Marketing Strategy
- + Brand Building
- + Public & Analyst Relations
- + Event Marketing
- + Go to Market
- + Digital Marketing
- + Positioning & Messaging
- + Content Marketing
- + Account-Based Marketing (ABM)
- + Advertising
- + Demand Generation
- + Social Media