

## Leadership • Marketing • Strategy • Growth • People Development • Technology

Senior marketing leader (CMO/VP) and trusted advisor with a growth track record of delivering Awareness, Revenue and Trust (ART) for innovative software and technology companies through B2B marketing leadership, product strategy, and corporate advisory.

Has a deep understanding and passion for software companies coming from a technology background as a former developer and CTO and brings insight developed from a diverse career that includes working with software, services and technology companies of all sizes. Taking early-stage companies and more established products to market, and being a strategic consultant and industry analyst.

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## Career History

### **Appropingo - Executive Strategy Director & Founder – Nov 2018 to present**

Providing marketing and software expertise to develop awareness, revenue and trust across a diverse portfolio of progressive software companies. Key services include advisory, research and marketing.

### **Connex One Limited – Fractional CMO – June 2019 to present**

Building a marketing team and strategic marketing capability within this innovative omnichannel cloud contact centre software vendor that is growing 3x year on year.

### **censhare AG (Munich) – CMO / Global VP Marketing – Mar 2017 – Nov 2019**

Hired following an investment round, provided strategic direction, content marketing, marketing budget oversight, development of corporate marketing and global field teams and international awareness for this Munich-based content management vendor as it doubled it's people and revenue goals.

- *Led team to overachieve against all KPIs and double metrics year-on-year, including doubling the number of marketing generated leads, over a 100% increase in newsletter subscribers and contacts, 107% increase in web sessions (year 1), over 300% increase in social media traffic.*

### **MRM//McCann London - Growth Director – Feb 2016 – Feb 2017**

Driving continuous growth of the agency and client success through business development, proposal management, solution definition, marketing technology provision and content marketing strategy services.

- *Worked with CTO to develop an Acquia practice from scratch. Provided content marketing strategy services to clients that included Vauxhall Motors and Hammerson.*

### **Tahzoo (Washington, DC) - SVP Content Marketing – Mar 2014 – Feb 2016**

Developed a successful strategic content marketing consulting practice within this tech-focused agency.

- *As member of the leadership team, contributed to the doubling of company size and revenue in 2014 and 2015, peaking at \$40m in revenue and opening new offices in the US and Europe before the*

*successful acquisition of a European competitor (Hintech) in 2016. Recognised by Inc. magazine as one of the US's top 100 fastest growing companies.*

- *Worked with a wide range of strategic clients in the US and UK, including Jaguar Landrover, Nasdaq, Coats Plc, Transamerica and American Express.*
- *At Nasdaq, audited marketing operations and assessed digital marketing maturity to inform a transformation programme and develop content marketing capability to increase awareness and revenue for their technology business.*
- *At American Express, assessed content marketing operations and content management technology implementation. Made recommendations that enabled operational improvements and increased return from their technology investments.*

#### **SDL (New York) - Head of Product & Content Marketing - Mar 2011 to Mar 2014**

Led the growth of a global team dedicated to development and execution of product marketing for a broad portfolio of content management and digital marketing products. Generated portfolio through acquisition and organic growth and developed this into a single integrated story. Provided individual category leadership where two product lines were recognized as leaders by Forrester and Gartner.

- *Founded a content marketing capability and delivered a digital publication that improved lead quality, grew awareness and formed the basis of an influencer marketing program that engaged leading marketers, industry commentators and a new audience of marketers.*

#### **Gilbane Group (London & Boston) - Senior Analyst - Apr 2010 – Mar 2011**

Provided industry research, strategic evaluation, analysis and recommendations to Fortune 500 clients and industry vendors.

- *Maintained research on the CMS industry and used this research to guide Fortune 500 organisations to quickly make effective technology procurement investments. Clients included SAS, 3M and AFP.*
- *Provided advisory and thought leadership to CMS vendors on industry trends, category definition, buying behaviours, development of go-to-market plans, content marketing and product strategies. This enabled vendors to more effectively position themselves and demonstrate credibility, generating leads and gain new clients. Clients included Magus (now Crownpeak), Fatwire (now Oracle), Sitecore, GX and eSpirit.*

#### **Alterian - VP Product Strategy - Aug 2008 – Apr 2010**

Led the product strategy and marketing of WCM & CMS products following Alterian's acquisition of Mediasurface.

- *Successful execution of marketing programme for the Alterian Marketing Suite was critical in demonstrating value for the acquisition of Mediasurface, enabling the sales team to increase revenue through cross sell and upsell and open up new partner channels.*

#### **Mediasurface – Various roles then CTO - Dec 2003 – August 2008**

Supported turnaround of this CMS vendor from loss making, to profit, floating on the AIM market and acquisition by Alterian with a new management team. Repositioning the product to appeal to the business user in a traditionally technology led category. Clients included the UK Government, Thomson Reuters, WWE and AstraZeneca. Worked with pre-sales, led product marketing and then promoted to CTO. Product was described as a “work of art” by a Gartner analyst.