

BAKER EGERTON

B2B Marketer, Communicator & Storyteller...

Turning ideas & anxieties into tested, positive realities.

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Principal & Storyteller

[Egerton, LLC](#), 2017 to date

B2B go-to-market leader, writer & storyteller, brand strategy, content strategies & creation, demand generation strategies & campaigns. Consulted in healthtech, insurance, Google Cloud, supply chain, cybersecurity, and more.



Senior Director Corporate Communications

[Secureworks](#), 2021-2023

Rebuilt and led PR, Exec & Internal Comms, standardized crisis comms, and established an Editorial team. PR competitive Share of Voice increased from 1.5% +\ to sustained levels of 15-17% in one year.



Vice President, Americas Marketing & Global Messaging

[The SNP Group](#), 2017-2018

Built their first message platform and led U.S. marketing. Launched the BLUEFIELD™ solution for the 50,000+ companies migrating to SAP's new platform by 2025. In six months, I drove \$15 million in opportunity revenue with full closed-loop visibility.



Vice President, Global Marketing & Communication

[RES \(acquired by Ivanti\)](#), 2011-2017

A Gartner "Cool Vendor" for 2015, I led Field & Corporate Marketing and Comms. Rebranded the company from logo to web; powered global, profitable growth for five years; and grew Americas revenue from 5% of revenue in 2012 to 49% in 2016.



Vice President, Lead Generation

[Bentley Systems](#), 2008-2010

Shifted campaign communications from 6% of messages to 98% by implementing simplified campaign planning. Of 40,000 leads annually, over 95% were digital. Closed loop revenues from marketing grew from \$0 to \$5.7 million (on \$45 million) in its first year. Leads not touched by Sales were cut 50%, spiking revenues at no extra cost.



Integrated Communications, Desktop Solutions

[HP \(acquired Neoware\)](#), 2006-2008

Neoware was acquired by Hewlett-Packard (HP) in 2007. Launched their first mobility product and exceeded first-half-year revenue targets by 25%. Set account segmentation strategy that defined targets by value. Marketing pipeline grew from 10% to 32% within three months.

 **VP, Global Marketing @ DBM** (now Lee Hecht Harrison)

 **Director, Worldwide Demand Generation @ UNISYS**

 **VP, Marketing & Strategic Planning @ IDS SCHEER** (now Software AG)

 **Global Integrated Marketing Communications Lead @ IBM**

 **Marketing Communications Manager @ ANDERSEN LLP**

 **Sales Promotional Writer @ WOLTERS KLUWER** (then CCH COMPUTAX)

Great stories happen to those who can tell them.

— Ira Glass
NPR

Stories...

Secureworks was being overlooked by the editorial media despite a highly active cybersecurity topic. Our competitive Share of Voice percentage was in low single digits. Within 18 months, my team and I **increased Share of Voice to a steady mid-to-upper teens**, including Tier 1s such as The Wall Street Journal, The Washington Post, The Guardian, The Times (London), Newsweek, Wired, and many more.

I launched SNP's BLUEFIELD™ approach to SAP migration at SAP SAPHIRE. We returned with 1,081 U.S. contacts, qualified 62 companies, and converted 10 opps. Within three months, **our opportunity pipeline was \$4.38 million**. (And we created a killer infographic.)

I led IBM Global Industries' direct marketing agency review and consolidation (budget \$45 million), shifting a people:program ratio of 30:70 to 70:30 in two years, **moving \$13.8 million from internal costs to campaigns** with no increase to overall budget.

I helped sell Microsoft on a \$2 million joint campaign. **We drove awareness from 0% to 13%**, qualified 750 CIO-level prospects, created 300 opportunities, made \$12.6 million in opportunity revenue, and \$5.8 million in closed revenue in 9 months.

Education...

[UNIVERSITY OF REDLANDS](#)

B.A. in Communications and Creative Writing, graduated with distinction

Testimonial...

"What was very remarkable to me... was how well Baker could relate to me and manage me given that our personalities and strengths are opposite. Through his creativity, positivity, knowledge of business and marketing, as well as his genuine caring, he...continuously provide[d] strong leadership and a fresh perspective whenever I was stuck." — [Anca Popovici](#), Google