

## Summary of Qualifications

**Exec Marketing Leader, Author, and Speaker with Two Successful Exits.** A results-driven product marketing leader with deep experience in the technology, construction, research, retail, financial services, and travel industries. CMO specializing in go to market strategy in PE and VC backed tech companies. [Voted Top 100 Product Influencers](#) by the Product Marketing Alliance. MBA in Marketing from Boston University. See [blog](#), [LinkedIn](#), and [website](#).

## Professional Experience

**TRIPP CONSULTANTS LLC**, Boston, MA 2022 to current  
*Marketing growth consultancy that helps tech organizations with fractional CMO work and go to market strategy.*

### PROCORE TECHNOLOGIES, INC.- VP, PRODUCT MARKETING

- Manage a 15-person product marketing function with \$3.5M budget across products and solutions, supporting a \$1B+ global business.

### WUNDERKIND INC.- VP, PRODUCT MARKETING

- Built product marketing function and guided best practices on messaging, launch, packaging, pricing, and analysts.

### FOUNDRY (IDG, INC.)- SVP, PRODUCT MARKETING

- Advised Foundry/IDG on messaging, ABX, voice of the customer, packaging, analyst relations, and product launches.

### REVLIFTER- SVP, PRODUCT MARKETING

- Helped RevLifter revamp their messaging, positioning, pricing, packaging and launch of a new direct customer offering- the Intelligent Offer Platform.

**CHEETAH DIGITAL, INC.**, Chicago, IL 2019 to 2022  
*Customer Engagement Suite helps marketers create a value exchange across the entire customer lifecycle.*

### SVP, PRODUCT MARKETING

*Merged with CM Group, Rebranded as Marigold*

- Launched the Customer Engagement Suite, a \$250M global business growing 139% y/y, representing 25% of portfolio.
- Managed a global product marketing team of 10 subject matter experts across US and Japan.
- Contributed to mid and lower funnel content for a \$60M+ new business pipeline driving 3.5x coverage.
- Created new messaging and positioning for Cheetah Digital, including marketecture for the Customer Engagement Suite.
- Led sales kickoff multiple times for global field, driving a sales playbook framework that was presented across regions.
- Developed a global sales enablement roadshow including content and demos spanning across US, Europe, and APAC.
- Managed analyst strategy and brought Cheetah to a leadership position in the Forrester Wave for Email Marketing.
- Drove launch for new solution Cheetah Personalization, including packaging, pricing, and enablement.
- Spoke in thought leadership sessions, [podcasts](#), events, and create [blogs](#) and white papers.
- Ran all pricing and packaging strategy, working with the deal desk on customer and prospect negotiations.
- Met with key customers and prospects, served as executive sponsor on accounts such as Amica Insurance.

**REDPOINT GLOBAL INC.**, Wellesley, MA 2016 to 2019  
*Customer engagement solutions provider that transforms how brands connect to their customers.*

### VP, PRODUCT STRATEGY

*RedPoint Customer Engagement Hub*

- Grew company ARR from \$15M at stage C to \$30M stage D funding during tenure.
- Influenced product roadmap for Customer Engagement Hub, including RedPoint Interaction, Real-Time Decisions, Command Center, AI Studio, Data Management, Accelerator, and MDM products.

- Launched new cloud-based retail marketing solution, [RedPoint Accelerator](#), including packaging, pricing, and development, resulting in three deals sold for over \$1M in bookings in the first month of availability.
- Managed a 5-person product strategy team, including product marketing, product management, design and operations.
- Spoke frequently as a keynote at events including [eTail East](#), CRMC, [NRF Big Show](#), GDS Omnichannel Summit, Gartner Digital Marketing Summit, MTEX, and many others.
- Built interactive demos in [Microsoft AppSource](#) and [YouTube](#), won finalist in Microsoft AI Partner of the Year.
- Drove increased leadership positions in Gartner Multichannel Marketing Hubs MQ, Gartner Data Quality MQ, Relevancy Group CDP Buyer's Guide, Forrester Cross-Channel Campaign Management Wave, among others.
- Collaborated with marketing teams for creation of the first customer conference which sold out with 150 attendees, including Customer Advisory Board, presented in the keynote session on product roadmap,
- Presented roadmap and solution messaging at customer, partner, and prospect meetings including Keurig Green Mountain, GoDaddy, Xanterra, CVS, Guidewell, Aubuchon Hardware, WGBH, AMEX, KBM Group, among others.

**ADOBE SYSTEMS, INC.**, Newton, MA

2012 to 2016

*Adobe is a \$19B company, changing the world through digital experiences.*

#### **SR. PRODUCT MARKETING MANAGER**

*Neolane was acquired by Adobe for \$600M in 2013- Became Adobe Campaign*

- Managed \$300M pipeline demand gen strategy for Adobe Campaign, a \$60M business which grew to \$200M in tenure.
- Led cross-functional team to secure increased leadership positions in Forrester Cross-Channel Campaign Management Wave, Forrester Real-Time Interaction Management Wave, and [Gartner Multichannel Campaign Management Magic Quadrant](#).
- Designed [core messaging](#) for Adobe Campaign, including web content and videos, and rolled out an on-demand enablement training series.
- Managed the first product marketing team in the US, managing three Boston employees as well as interns, providing mentorship and skills development.
- Organized the entire Email and Cross-Channel track at Adobe Summit three times, including speaking, organizing customers and partners, and driving over 2,700 track attendees across 16 sessions each year.
- Spoke at major Adobe, industry, and customer roundtable events such as Adobe Symposium New York and San Francisco, as well as Adobe Summit US and EMEA, Marriott Digital Summit, Evolve, among others.
- Presented on customer, partner, and prospect meetings to discuss product roadmap and solution messaging, including Accenture, Sony, JetBlue, ULTA, Home Depot, US Bank, AIG, Morgan Stanley, Toys 'R Us, Epsilon, and many others.
- Developed product strategy, marketing, and requirements for \$5M+ global upstart business unit focused on [Neolane Interaction](#), a [real-time marketing](#) offer recommendation engine.

**PEGASYSTEMS, INC.**, Cambridge, MA

2010 to 2012

*Pega is a \$1B company that develops sales, marketing, service, and operations apps for the Global 2000.*

#### **SR. PRODUCT MARKETING MANAGER**

- Developed go-to-market strategy and product launch plan for Next-Best-Action Marketing solution, driving \$42M in bookings and over \$100M in pipeline with limited marketing budget.
- Served as product marketing contact for customer meetings and demos such as JPMC, Best Buy, Prudential, Staples, Bristol Myers-Squibb, Verizon Wireless, BJ's, Paypal, and partners such as Accenture, Capgemini, among others.
- Delivered thought leadership webinars with analysts and customers, spoke at multiple industry panels such as the Technology Association of Georgia (TAG), customer roundtables, and product sessions at annual Pega sales kickoff.
- Co-authored a chapter ["Voice of the Network Through Social BPM"](#) in the BPM and Workflow Handbook Series.

**FORRESTER RESEARCH, INC.**, Cambridge, MA

2003 to 2010

*Independent technology and market research company that serves global business leaders.*

#### **PRODUCT MANAGER, TECH INDUSTRY CONSULTING**

- Developed go-to-market strategy for consulting products such as B2B Social Media Strategy, Strategy Boardroom, Sales Enablement, Market Sizing & Forecasting, Thought Leadership Papers, and Total Economic Impact (TEI) studies.

### **CONSULTANT, TECH INDUSTRY**

- Managed, scoped, and delivered consulting projects ranging from \$30k-\$200k+, spanning client product life cycle, including competitive assessments, white papers, market sizing, messaging, and ROI proof.

### **PROGRAM MANAGER**

- Sold over \$2M of tech vendor and IT advisory consulting sessions to clients such as HP, Oracle, BCG, Perot, Unisys, BP, Chevron, and others, driving year-over-year renewal increases of 25% for HP and 30% for Oracle.

### **PUBLIC RELATIONS SPECIALIST**

- Promoted technology and government research via targeted pitches and press releases, securing coverage in top-tier media outlets such as *The New York Times*, *The Boston Globe*, *DM Review*, *InformationWeek*, *Federal Computer Week*, and others.

### **EF EDUCATION**, Cambridge, MA

2000 to 2003

*International education company that specializes in language training, educational travel, and cultural exchange.*

### **TRAVEL AREA MANAGER**

- Directed airline booking and utilization for over 4,000 global student travelers annually.

### **FIDELITY INVESTMENTS**, Marlborough, MA

1999 to 2000

*One of the world's largest private mutual fund and financial services firms.*

### **BENEFITS SPECIALIST**

- Managed customer service for one of Fidelity's largest pension plans, Hughes/Boeing, including research on payment records, plan literature, exception handling, and general customer relationship management.

## **Education**

**MBA, Marketing**, Boston University Questrom School of Business, Boston, MA

**BA, Cum Laude, Communication and Political Science**, University of Massachusetts, Amherst, MA

**Study Abroad Program**, University of Stirling, Scotland

## **Affiliations**

- [Aventi Group](#)- Part of the of CMO/product marketing consulting team offering fractional go to market projects to clients.
- [Tripp Consultants LLC](#)- Go to market consultancy that supported Marigold, RevLifter, Foundry/IDG, and Wunderkind.
- Product Marketing Alliance Ambassador- [Voted Top 100 Product Marketing Influencers](#) by PMA.
- Baseball and Soccer Coach- Volunteer head coach and assistant for spring and summer programs in Hopkinton, MA.
- Pragmatic Marketing Certified- Completed three Product Management seminar certifications.
- Tenor saxophone player in Boston area jazz/rock fusion groups.
- Volunteer for Junior Achievement- Met with aspiring high school tech students in the Boston area through Adobe.