

Michael E. Donner | www.ChiefMarketingExec.com

Growth-Driven Chief Marketing Officer | B2B, B2C & DTC Specialist | Transformational Brand Architect

Results-driven CMO with a record of accelerating growth across eCommerce, retail, healthcare, tech, and cybersecurity. Recognized for blending strategic vision with hands-on execution, I don't just plan—I deliver. By uniting brand strategy, AI-driven data insights, performance marketing, and customer experience, I optimize every touchpoint for sustained growth.

I tackle complex challenges through data-driven demand generation, cohesive branding, and impactful content strategies. I am recognized for developing PR initiatives and content that amplify brand presence, as well as for building collaborative, high-performance teams. With a relentless focus on ROI, I ensure that every initiative I lead drives measurable impact.

Core Competencies:

- **Strategic Marketing & Execution:** Propel growth through optimized sales strategies, customer journey enhancements, targeted marketing, and memorable brand experiences.
- **Branding & PR:** Boost brand identity with buzz-generating experimental marketing campaigns and cohesive PR messaging.
- **Content & Engagement:** Craft impactful content strategies to enhance brand engagement.
- **Product Lifecycle Management:** Lead market analysis, competitive positioning, pricing, and go-to-market execution.
- **Digital Marketing & Acquisition:** Spearhead digital transformation by leveraging AI and data insights to optimize paid media, ABM, SEM, SEO, and integrated marketing strategies.
- **Leadership & Team Building:** Build accountable, high-performing cross-functional teams.
- **Analytics & ROI:** Deep expertise in attribution, conversion rate optimization (CRO), and key metrics (CAC, LTV, ROAS, and NPS).

Professional Experience:

ThriveLab (DTC Subscription Telehealth)

Chief Marketing Officer | 2022 - Present

- Led eCommerce optimization strategy, reducing cost per lead (CPL) by 82% and increasing subscriptions 111% QoQ with AI-driven sales model.

ReconnectRelationship (DTC Telehealth)

Board Advisor / Chief Marketing Officer | 2020 – Present

- Developed brand positioning and executed multi-channel digital acquisition strategies, achieving 100+% YoY growth for a multi-state telehealth practice. Won the International Silver Business Globe Award for groundbreaking mental health marketing campaigns.

Zyter (SaaS, IoT & Home Health)

Chief Marketing Officer | 2020 - 2022

- Increased revenue growth over 500% YoY and social media engagement by 280% through strategic demand generation and content marketing. Received 106 global awards.

Competitive Marketing Advantage (Strategy/Demand Gen Agency Placing Interim CMOs)

Chief Marketing and Digital Officer (Full-time, On-site Client Engagements) | 2014 - 2020

- **Experience.com:** Launched account-based marketing (ABM), demand generation, and inside sales, achieving 80% discovery call rates for a SaaS subscription model.

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- **Ingram Micro:** Drove 157% growth in resellers and 414% growth in subscriptions, resulting in a 398% increase in seat growth year-over-year for the eCommerce marketplace.
- **MDLIVE:** Expanded membership by 10 million, boosted registration by 42%, and increased utilization by 44%, maintaining a 97% customer retention rate in DTC and B2B telehealth.
- **Dryver:** Launched iOS and Android apps, increasing account sign-ups by 1,014% year-over-year and expanding ridesharing services to 76 cities across 31 states.
- **Conversica:** Built a high-performance marketing team, achieving 1,119% growth in traffic and over 600% increase in exchange downloads for an AI SaaS subscription.
- **Nuvei:** Consolidated acquisitions into a 90-day rebranding in the payment processing industry, launching a new GTM strategy that integrated ABM, demand generation, and PR.
- **Perry Ellis International:** Delivered 40% year-over-year eCommerce revenue growth, launched a successful omnichannel loyalty program, and reduced digital spend by 17%, resulting in the first positive operating income across five eCommerce brands.

Akamai Technologies (Cybersecurity)

SVP, Chief Marketing Officer, Prolexic Technologies | 2011 - 2014

- Grew cybersecurity revenue from \$14M to \$70M and 210 to 450 clients, leading to a \$370M acquisition by Akamai (2,366% return for PE firm). Launched inside sales, demand generation, and built a data-driven marketing approach. Generated 800+ media placements, 10 analyst reports, and 60,000+ social posts.

TD SYNnex (Marketing Services)

VP, Marketing Services & General Manager, TD Agency | 2010 - 2011

- Oversaw \$60M P&L with 75 staff, achieving 104% of revenue stretch targets and securing \$17.5M in new business in the first quarter post-overhaul.

Stryker (Healthcare Technology)

Chief Marketing Officer, IntelliDOT Corporation | 2008 - 2010

- Expanded pipeline by \$10M, reducing CPL from \$3,027 to \$7 and contributing to a profitable investor exit.

Capgemini (Management Consulting)

VP, Global Head, Demand Generation | 2006 - 2008

- Launched global demand generation center across 40 countries, reducing marketing costs by €2.7M and adding €1.3B in pipeline.

Veradigm (Healthcare IT)

SVP, Chief Marketing Officer, Eclipsys Corporation | 2004 - 2006

- Grew sales pipeline 45% and reversed \$32M loss to \$485K profitability in one year with a data-driven approach.

IBM Corporation (Subscription Software)

Corporate VP, Global Marketing & Communications, Telelogic AB | 2001 - 2004

- Unified five product acquisitions under a cohesive global brand, managing a 44-person team across 14 countries with a multi-currency budget.

Additional Experience:

- **Flex** (Manufacturing) – Sr. Corp. Director, Marketing and Communications, Solectron
- **Halliburton** (Energy Services) – Mgr. Marketing Comm., Landmark Graphics Corp.

Education: Babson College School of Management

Bachelor of Science in **Marketing, Management, and International Business** (With Distinction)

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