

MICHAEL E. DONNER

www.ChiefMarketingExec.com

Chief Marketing Officer (CMO) | B2B, B2C, DTC, SaaS, Subscription & eCommerce Growth Leader
Turning Marketing into a Revenue Engine with Strategy, Innovation, and Hands-On Execution

Accomplished CMO driving revenue, market share, and brand leadership across B2B, B2C, DTC, SaaS, eCommerce, health, wellness, and cybersecurity. Proven expertise in scaling subscription and recurring revenue models from early-stage startups to \$40B global enterprises through AI-powered demand generation, performance marketing, and digital transformation. Trusted advisor to Boards and CEOs for market repositioning, brand reinvention, M&A integration, and operational turnaround. Leads with clarity, candor, and a relentless focus on results that create lasting customer impact.

Core Competencies:

Go-to-Market Strategy • Brand Positioning & Storytelling • Demand Generation • Performance Marketing • Digital Transformation • Media Strategy • Subscription Models • Customer Acquisition & Retention • Account-Based Marketing (ABM) • eCommerce Growth • AI & Predictive Analytics • Strategic Partnerships • Private Equity Growth • Revenue Growth • Profitability Improvement • P&L Ownership • Investor Relations • M&A Integration • Leadership & Team Development

Experience:

[ThriveLab](#) | Fractional Chief Marketing Officer
DTC Subscription Telehealth | 2022 – Present

- Reduced cost per lead (CPL) by 82% (\$38.50 to \$6.80) through data-driven full-funnel performance marketing, freeing capital to scale profitable acquisitions.
- Increased subscriptions by 111% quarter-over-quarter while reducing customer acquisition cost (CAC) by 53% and improving lead volume by 250%, fueling rapid market expansion.
- Launched AI-powered conversion funnels, cutting onboarding time from 3 weeks to 72 hours and transforming the customer journey into a seamless, frictionless experience.
- Elevated average order value (AOV) by 38% via strategic upsells and bundled offerings, deepening wallet share and perceived value.
- Deployed lifecycle email automation driving a 22% lift in monthly recurring revenue.
- Reduced churn by 35% with behavioral retargeting and reactivation campaigns reconnecting patients to health goals.
- Expanded inbound qualified leads by 4.2x via SEO-rich content and authority link building.
- Implemented predictive analytics to identify top-value cohorts, maximizing ROI while refining market prioritization.
- Revitalized brand messaging and launched a new SEO-optimized website within 45 days, aligning brand promise with operational excellence.

[ReconnectRelationship](#) | Board Advisor / Fractional Chief Marketing Officer
DTC Multi-State Telehealth | 2022 – Present

- Drove 100%+ YoY revenue growth by optimizing digital acquisition, booking, and retention funnels, repositioning the brand as the accessible leader in mental health.

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- Increased patient bookings by 92% via targeted paid search and geo-focused campaigns while reducing cost-per-booked-appointment by 61%, enabling profitable expansion.
- Improved first-time session show rate to 87% with automated reminders and pre-session engagement workflows.
- Boosted client retention by 49% with tailored progress marketing and rebooking strategies grounded in positive psychology and outcome celebration.
- Launched HIPAA-compliant funnel analytics dashboards for real-time optimization and faster data-driven decisions.
- Created award-winning campaigns, earning the International Silver Business Globee Award for mental health marketing that reshaped public conversation and reduced stigma.
- Enhanced brand positioning with strategic storytelling to connect with diverse communities.
- Conducted competitive and market analyses to uncover high-value service gaps, driving new program development and accelerated revenue growth.

Zyter | Chief Marketing Officer
SaaS, IoT & Home Health Subscriptions | 2020 – 2022

- Generated 500%+ YoY revenue growth by scaling demand generation, strategic partnerships, and category-creating brand positioning.
- Launched integrated go-to-market campaigns for virtual care and remote patient monitoring (RPM), driving a 310% surge in qualified leads and building a \$24M pipeline within six months via ABM targeting large enterprises.
- Increased social engagement by 280% and impressions by 105%, amplifying brand authority in health tech.
- Established in-house PR/analyst relations achieving 106 global awards in 2021 without entry fees, proving creativity outperforms budget.
- Built predictive analytics and attribution dashboards, improving ROAS by 187%.
- Expanded partner ecosystem by 5x, opening new revenue streams with global partners.
- Spearheaded cross-functional product launch strategies, integrating marketing, sales enablement, and PR for maximum market disruption.

Competitive Marketing Advantage
Providing Interim CMOs for High-Growth Companies | 2014 – 2020

Experience.com | Interim Chief Marketing Officer | SaaS Subscription

- Relaunched brand and built inside sales and demand generation engines, driving demo conversions to 80%, enabling sales acceleration.

Ingram Micro | Interim Chief Marketing Officer | eCommerce Marketplace

- Expanded reseller base by 157% and subscriptions by 414%, fueling 398% annual seat growth and capturing market dominance.

MDLIVE | Interim Chief Marketing Officer | DTC/B2B Telehealth Subscription

- Scaled membership by 10M; increased registrations by 42%, utilization by 44%, and retention to 97%, legitimizing telehealth services.

Dryver | Interim Chief Marketing Officer | Rideshare

- Launched apps driving 1,014% YoY user growth and expanded operations to 76 cities in 31 states, transforming a regional business into a national brand.

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Conversica | Interim Chief Marketing Officer | AI SaaS Subscription

- Led rebranding and repositioning that drove a 1,119% traffic surge and 600% increase in downloads, establishing category leadership.

Nuvei / **GlobalOnePay** | Interim Chief Marketing Officer | Fintech Subscription

- Directed post-M&A rebrand and launched ABM strategies driving 100%+ revenue growth, aligning teams under a unified vision.

Perry Ellis | Interim Chief Digital Officer | Omnichannel Retail

- Delivered 40% eCommerce growth while reducing digital spend by 17%, leading to the first profitable year across five brands.

Akamai Technologies / **Prolexic** | SVP, Chief Marketing Officer
Cybersecurity Subscription | 2011 – 2014

- Grew subscription revenue from \$14M to \$70M and client base by 45%, positioning for exit.
- Led marketing that contributed to \$370M acquisition (2,366% PE return), aligning storytelling with investor priorities.
- Secured 800+ media placements and 60,000+ social mentions without a PR agency, showcasing strategic influence and resourceful brand amplification.

Earlier Career:

TD SYNnex / **TechData** | GM, TD Agency & VP, Marketing Services | 2010 – 2011 | Strategy, Performance Marketing, Analytics, Events, Digital, PR & Creative Services Agency

- Managed \$60M P&L, growing new business by \$17.5M post-restructure.

Stryker / **IntelliDOT** | Chief Marketing Officer | 2008 – 2010 | Healthcare Technology

- Grew pipeline by \$10M and reduced cost per lead from \$3,027 to just \$7, contributing to profitable exit.

Capgemini | VP, Global Head, Demand Generation | 2006 – 2008 | Consulting, Technology & BPO

- Built global demand center spanning 40+ countries, generating a €1.3B pipeline while reducing marketing spend by €2.7M.

Veradigm / **Eclipsys Corporation** | SVP, Chief Marketing Officer | 2004 – 2006 | Healthcare IT

- Relaunched brand, grew pipeline 45%, and reversed \$32M loss to \$485K profit within one year.

IBM / **Telelogic AB** | Corporate VP, Global Marketing | 2001 – 2004 | Subscription Software

- Unified five acquisitions under one cohesive brand with a 44-person global team.

Education:

Babson College School of Management

Wellesley, MA

Bachelor of Science, Marketing, Management & International Business (With Distinction)