

# Michael E. Donner

[www.ChiefMarketingExec.com](http://www.ChiefMarketingExec.com)

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*Results-driven, growth and full-stack performance marketing leader and digital executive for B2B and B2C companies – start-up to global – with expertise in retail, eCommerce, high-tech (enterprise software, cloud, SaaS subscription), healthcare and cybersecurity. Conceives and implements innovative sales and data-driven marketing, digital demand generation/customer acquisition, ABM, customer experience and engagement strategies with closed-loop ROI to ignite digital transformation and sustained, profitable growth.*

## CORE COMPETENCIES

- Reinvigorate strategy, build tactical sales, data-driven demand generation/customer acquisition, customer experience and performance marketing initiatives
- Manage product from inception to release: product marketing, commercialization, market research, competitive analysis, pricing and communications
- Recruit, train, mentor, lead and motivate staff
- Develop sales, merchandising, promotional pricing strategy and tactics aligned to subscription buyers
- Build competitive strategy, sales enablement tools/battle cards/training and win-back/growth campaigns
- Launch data-driven digital paid media, SEM strategy, content, growth marketing and demand generation/customer acquisition across: behavioral marketing, search/intent, PPC, remarketing, retargeting, banner ads, paid and organic social, Google shopping, influencer and affiliate marketing
- Optimize video/search/display/shopping campaigns for demand capture/reactivation (Google/Meta)
- Develop detailed attribution/reporting/analytics tracking/conversion rate/cost metrics: AOV, CAC, churn, DAU, LTV, MAU, NPS, ROAS, ROI and WAU

## EXPERIENCE

### [Thrivelab](#), Chief Marketing Officer

2022 - Present

Privately held/pre-series A, DTC eCommerce: men's/women's Telehealth subscription service: Primary Care, Nutrition & Therapy

- Rebuilt/launched/managed eCommerce sales/performance marketing/affiliates, reduced cost per lead (\$38.50 to \$6.80)
- Increased subscriptions 111% Q/Q, reduced CAC 133% and increased leads 250% with full-stack, data-driven marketing
- Overhauled and launched new SEO website with updated messaging/value proposition and optimized product offerings
- Created new online, touch-free, AI sales conversion model reducing time-to-onboard patients from 3 weeks to 72 hours

### [Zyter](#), Chief Marketing Officer

2020 - 2022

Privately held, Telehealth, home health/RPM, COVID-19, and IoT/smart technology SaaS subscription products

- Spearheaded strategic/tactical branding, digital, customer acquisition/engagement and performance-based marketing resulting in 500+% customer and revenue growth YoY, increased engagement (105%) and social impressions (280%) YoY
- Conceptualized/executed demand gen/growth with 16% conversions, 65.8% increase in web traffic YoY and 1,645 SQLs
- Launched in-house PR, analyst and awards outreach resulting in winning 106 global awards in 2021 (no entry fees paid)
- Designed/managed marketing/sales infrastructure for data-driven lead nurturing/ABM, campaign/pipeline tracking/ROI

### [Competitive Marketing Advantage](#), Full-Time, On-Site, Dedicated Client Interim Chief Marketing and Digital Officer 2014 - 2020

Full-service growth marketing demand generation agency, provides interim CMOs on 6-12-month on-site, exclusive engagements

### [Experience.com](#), (FKA SocialSurvey), Full-Time, On-Site, Interim Chief Marketing and Digital Officer

VC start-up, SaaS subscription, customer experience and engagement, online reputation management platform

- Rebuilt/launched/managed data-driven performance marketing, ABM, demand gen, branding and inside sales
- Created data-driven demand gen campaigns resulting in 80% discovery calls, 50% demos and 20% conversions

### [Ingram Micro](#), Full-Time, On-Site, Interim Executive Director, Global Cloud Marketing Leader

Privately held, \$43 billion eCommerce marketplace, SaaS subscription provider of cloud services/infrastructure/IoT

- Directed marketing in 26 countries resulting in 157% reseller, 414% subscription and 398% seat growth YoY
- Commercialized social, eCommerce and digital channels creating \$1+ million net new marketing margin

### [MDLIVE](#), (NYSE: CI), Full-Time, On-Site, Interim SVP, Chief Marketing Officer

Prior to acquisition, a DTC & B2B eCommerce start-up, SaaS subscription, Telehealth provider with 10+ million members

- Grew registrations 42%, engagement 64%, utilization 44%, retention 97% YoY with data-driven marketing
- Built Marketing Hub with 275+ growth marketing materials and directed/managed P&L for in-house agency

**Dryver**, (FKA BeMyDD), **Full-Time, On-Site, Interim EVP, Chief Marketing and Digital Officer**

Angel-funded, DTC & B2B eCommerce, subscription ridesharing service in 76 cities in 31 states

- Project managed design/build of mobile app (iOS and Android) and enhanced customer experience website
- YoY performance marketing results: new account sign-ups (1,014+%), web traffic (74+%) and sales (38+%)

**Conversica**, **Full-Time, On-Site, Interim SVP, Chief Marketing Officer**

VC start-up, B2B SaaS subscription, Artificial Intelligence (AI) software for lead generation & marketing/sales automation

- Launched new brand, value proposition, messaging, go-to-market strategy, and growth marketing in 60 days
- Designed, hired, built and managed a marketing and inside sales team from the ground up for content, growth and engagement marketing, demand generation, digital, ABM, campaign/pipeline tracking and ROI analysis
- Generated 199 closed sales, increased web traffic 1,119%, and Salesforce.com app exchange downloads 600+%

**Nuvei**, (NASDAQ: NVEI), (FKA GlobalOnePay), **Full-Time, Interim Chief Marketing and Digital Officer**

GlobalOnePay was a privately held, B2B, Fintech payment processing technology and merchant services provider

- Consolidated multiple acquired entities/technologies and launched new disruptive company/brand in 90 days
- Designed/rolled-out SEO website, premium content, social media presence, performance marketing and ABM

**Akamai Technologies**, (NASDAQ: AKAM), (FKA Prolexic Technologies), **SVP, Chief Marketing Officer** 2011 - 2014

Prolexic was a VC start-up provider of cloud-based perimeter cybersecurity subscription services prior to acquisition

- Spearheaded data-driven marketing and inside sales, driving rapid growth: \$14 to \$70 million revenue, 44 to 220 employees and 210 to 450 clients, culminating in \$370 million acquisition by Akamai (2,366% return for PE firm)
- Hired as sole contributor, recruited/managed 16-person product, performance marketing, ABM and inside sales team
- Launched demand generation programs in Arabic, Chinese, English, French, German, Japanese, Portuguese, and Spanish
- Initiated in-house PR/social media resulting in 800+ articles, 10+ analyst reports, 1,250+ blogs and 60,000+ social posts
- Launched SEO initiative resulting in 24 keywords on first page of Google in 2013, compared with zero six months prior

**Tech Data**, (NYSE: SNX), **VP, Marketing Services and General Manager, TD Agency** 2010 - 2011

\$24 billion IT distributor with \$60+ million ad, event, growth marketing, demand generation/customer acquisition agency

- Managed \$60+ million P&L, 75+ staff, clients: Acer, Apple, HP, IBM, McAfee, Microsoft, Oracle, Sage, Sony, Toshiba
- Secured 104% revenue and profitability growth targets for agency in Q4FY10 and \$17.5 million in new business

**Vocera Communications**, (NYSE: SYK), (FKA IntelliDOT Corporation & Patient Safe Solutions), **Chief Marketing Officer** 2008 - 2010

IntelliDOT was a VC start-up provider of healthcare IT software, hardware, and services prior to acquisition

- Reduced lead cost from \$3,027 to \$7, Added \$10.9 million to pipeline with inside sales, cut \$2 million in costs
- Grew sales, market share and brand, culminating in fast and profitable exit for founders/private equity investors

**Capgemini**, (CAP: EN Paris), **VP, Global Head, Demand Generation** 2006 - 2008

Paris-based €7.7 billion provider of consulting, technology, eCommerce, and outsourcing solutions

- Created/implemented strategy, business plan and managed tactical launch for global demand generation service center operated as a P&L by uniting 40 regional marketing groups and reducing global spend by €2.7 million in 12 months
- Launched/directed/managed global rollout of Google Enterprise Apps in 40 countries adding €1.3 billion to sales
- Launched NA BPO business in 30 days, successfully managed and served as spokesperson in 70 media/analyst briefings

**Allscripts Corporation**, (NASDAQ: MDRX), (FKA Eclipsys Corporation), **SVP, Chief Marketing Officer** 2004 - 2006

Eclipsys was a \$383 million provider of healthcare IT technology, outsourcing and services prior to acquisition

- Spearheaded branding, growth marketing, ABM and sales initiatives which grew pipeline 45% (achieved profitability within 12 months with a 24% increase in revenues and net income of \$485K vs. \$32 million loss the previous year)

**IBM Corporation**, (NYSE: IBM), (FKA: Telelogic AB), **Corporate VP, Global Marketing and Communications** 2001 - 2004

Telelogic AB was a \$117 million provider of application development software and services prior to acquisition

- Merged five diverse product acquisitions into a single global brand and launched new integrated product suite
- Effectively motivated and managed 44-person team in 14 countries and oversaw budget in nine currencies

**EDUCATION**

**Babson College** School of Management, Wellesley, MA

Bachelor of Science (With Distinction) – Dean's List

Majors: Marketing, Management, and International Business, Awarded *Sohopfungsbeitrag Preis* for creative impact to Babson