

Michael E. Donner

www.ChiefMarketingExec.com

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

CORE COMPETENCIES

- ✓ Reinvigorate strategy, build tactical sales, demand generation/customer acquisition, customer experience and growth 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 target buyer
- ✓ Strategize/recruit/activate programs with channel partners/distributors, coupon/loyalty and content/influencer networks
- ✓ Launch digital 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/Facebook)
- ✓ Develop detailed attribution/reporting/analytics tracking/conversion rate/cost metrics: AOV, CAC, churn, DAU, LTV, MAU, NPS, ROAS, ROI and WAU
- ✓ Select and implement marketing technology

EXPERIENCE

[Zyter](#), Chief Marketing Officer

June 2020 - Present

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

- Launched revitalized brand, messaging, digital presence and go-to-market growth strategy in 30 days
- Spearhead strategic and tactical branding, digital, customer acquisition/engagement/experience and growth marketing
- Conceptualize, author and execute weekly integrated digital demand generation campaigns to drive web traffic/sales
- Launched in-house PR, analyst and awards outreach resulting in winning 85 international awards (no entry fees paid)
- Designed and deployed a marketing/sales infrastructure for lead nurturing, campaign/pipeline tracking and ROI analysis

[SocialSurvey](#), Chief Marketing and Digital Officer

(COVID Impacted) January 2020 – June 2020

VC start-up, cloud-based, customer and employee experience/engagement online reputation management platform

- Rebuilt/launched/managed marketing, digital, demand generation, inside sales operations/infrastructure and outreach
- Designed/deployed/managed marketing/sales program for lead nurturing, campaign/pipeline tracking and ROI analysis
- Created weekly digital demand generation campaigns resulting in 80% discovery calls, 50% demos and 20% conversions

[Competitive Marketing Advantage](#), Client 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

[Ingram Micro](#), Executive Director, Global Cloud Marketing Leader

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

- Directed strategy, tactical marketing and eCommerce demand generation in 26 countries for cloud division
- Launched integrated growth marketing, eCommerce and digital marketing campaigns, events, product bundles and social engagement resulting in 157% reseller, 414% subscription and 398% seat growth YoY
- Commercialized social, eCommerce and digital properties creating US\$1M+ net new marketing margin

[MDLIVE](#), SVP, Chief Marketing Officer

VC start-up, DTC & B2B eCommerce, subscription, Telehealth services provider with 10+ million members

- Grew registrations 42%, utilization 64% YoY after launching demand generation/growth marketing program
- Designed, launched and authored interactive Marketing Hub with 275+ customer acquisition/demand generation ready-to-go campaigns and content for clients to customize and implement in their local markets
- Directed/managed P&L for in-house agency; produced 500+ growth marketing/engagement jobs per quarter

BeMyDD, (Renamed Dryver), **EVP, Chief Marketing and Digital Officer**

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

- Project managed design/build of mobile app (iOS and Android) and enhanced customer experience website
- Achieved 1,014% increase in new account sign-ups, 74% increase in web traffic and 38% increase in orders YoY

Conversica, **SVP, Chief Marketing Officer**

VC start-up, B2B subscription, Artificial Intelligence software for marketing and sales automation

- Launched new brand, value proposition, messaging, go-to-market strategy and growth marketing in 60 days
- Designed, built, deployed and managed a marketing/sales infrastructure for content, growth and engagement marketing, demand generation, digital marketing, lead nurturing, campaign/pipeline tracking and ROI analysis
- Implemented a marketing automation tool, SEO optimized website and hired/managed an inside sales team
- Created 199 opportunities, 1,008 qualified leads and boosted web traffic 1,119% in six months
- Increased Salesforce.com app exchange downloads and conversions 600% in three months

GlobalOnePay, (Renamed Nuvei), **Chief Marketing and Digital Officer**

Privately held, B2B, Fintech payment processing technologies and merchant services

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

Prolexic Technologies, (Acquired by Akamai {NASDAQ: AKAM}), **SVP, Chief Marketing Officer**

2011 - 2014

VC start-up provider of cloud-based perimeter cybersecurity subscription services

- Spearheaded marketing and inside sales, driving rapid growth: US\$14 to US\$70 million revenue, 44 to 220 employees and 210 to 450 clients, culminating in US\$370 million acquisition by Akamai
- Hired as sole contributor; recruited, trained and managed 16-person global growth marketing 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, (NASDAQ: TECD), **VP, Marketing Services and General Manager, TD Agency**

2010 - 2011

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

- Managed US\$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 US\$17.5 million in new business

IntelliDOT Corporation, (renamed Patient Safe Solutions), **SVP, Chief Marketing Officer**

2008 - 2010

VC start-up provider of healthcare IT software, hardware and services

- Reduced lead cost from US\$3,027 to \$7; Added US\$10.9 million to pipeline with inside sales; cut US\$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

Eclipsys Corporation, (Acquired by Allscripts {NASDAQ: MDRX}), **SVP, Chief Marketing Officer**

2004 - 2006

US\$383 million provider of healthcare IT technology, outsourcing and services

- Spearheaded growth marketing and sales initiatives, which grew pipeline 45% enabling company to achieve profitability within 12 months with a 24% increase in revenues and a net income of US\$485K vs. US\$32 million loss the previous year

Telelogic AB, (Acquired by IBM {NYSE: IBM}), **Corporate VP, Global Marketing and Communications**

2001 - 2004

US\$117 million provider of application development software

- Seamlessly merged five diverse product acquisitions into a single global brand, 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