

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 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: NPS, CAC, LTV, ROI & ROA
- ✓ Select and implement marketing technology

EXPERIENCE

Competitive Marketing Advantage, Chief Marketing and Digital Officer 2018 – Present
Full-service Growth Marketing, Digital Demand Generation/Customer Acquisition and eCommerce Agency

Ingram Micro, Executive Director, Global Cloud Marketing Leader 2016 - 2017
US\$43 billion B2B 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
- Crafted/launched new messaging, go-to-market strategy and sales support tools for five product acquisitions

MDLIVE, Interim, Chief Marketing Officer 2016
VC start-up, provider of DTC & B2B eCommerce, subscription, telehealth services with 10+ million members

- Launched enhanced mobile app (iOS and Android) and customer engagement website
- 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

GlobalOnePay, (Renamed Nuvei), Chief Marketing and Digital Officer 2015 - 2016
Fintech provider of payment processing technologies and merchant services

- Consolidated multiple acquired entities/technologies and launched new disruptive company/brand in 90 days
- Created messaging/value proposition, go-to-market strategy and globally launched PR and demand generation
- Designed/rolled-out SEO optimized website, premium content, social media presence and digital acquisition

BeMyDD, (Renamed Dryver), EVP, Chief Marketing and Digital Officer 2014 - 2015
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
- Launched new brand/go-to-market strategy in 30 days through social, digital, PR and growth marketing
- Created demand generation programs to boost customer acquisition, conversion and engagement; increased January sales orders 33% and new account registrations 53% YoY in historically the slowest month

Conversica, Interim, Chief Marketing Officer

2014

VC start-up, provider of B2B SaaS 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
- Transitioned company from exclusive automotive focus to broader enterprise vertical markets
- 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

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

2011 – 2014

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

- Developed sales and growth marketing strategy, messaging, value proposition, brand and competitive differentiation
- 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 in 2012

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, Sony, Symantec
- Relaunched TD Agency with new services: SEO, SEM, demand generation/customer acquisition and ROI tracking
- Secured 104% revenue and profitability growth targets for agency in Q4FY10 and US\$17.5 million in new business

Thales, (HO: EN Paris), Interim, VP, Marketing and Inside Sales, Thales eSecurity

2010

US\$16 billion aerospace, defense and provider of data protection and cybersecurity solutions

- Hired to transform, rebuild and jump-start stagnant sales and global marketing organization
- Added US\$5.2 million to pipeline first quarter of launching inside sales, delivered 18.68% SEM conversion rate

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

2008 - 2009

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

- Reduced cost per lead from US\$3,027 to less than US\$125 (US\$7 for eMarketing leads)
- Added US\$10.9 million to pipeline with inside sales, delivered 7.8% conversion rate and 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
- Recruited, established and managed budget and P&L for nine-member, India-based, multi-lingual, growth marketing inside sales team which generated 2,000+ leads, resulting in US\$2 million in new business revenue in the first year
- 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