

# MICHAEL E. DONNER

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

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## 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

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## Experience:

[HairClub](#) | Chief Marketing Officer

DTC Retail Subscription | 100+ Location Brick-and-Mortar, Franchise & eCommerce | 2025 – Present

- Recruited to lead the end-to-end modernization of a legacy consumer brand into a performance-driven, subscription-led DTC growth engine, spanning paid media, creative, inside sales/contact centers, customer experience, eCommerce, and retail operations.
- Drove 110% quarter-over-quarter new-business revenue growth by rebuilding the demand engine across paid acquisition, conversion optimization, inside sales execution, and marketing-to-sales alignment—while decreasing fixed operating costs by 19%.
- Led the full transformation of a 45+ person inside sales and contact center organization, implementing a White-Glove consultative sales model, standardized scripting, CRM-driven lead scoring, and real-time performance dashboards—resulting in 81% show rates and 18% gains in close rate, speed-to-lead, and average revenue per customer.
- Increased lead-to-appointment conversion from 10% to 78% through disciplined funnel management, attribution clarity, agent coaching, and tighter integration between marketing, sales, and scheduling capacity.
- Relunched all paid acquisition creative across Google, Bing, Meta, and emerging performance channels, shifting from awareness-heavy brand messaging to outcome-driven, test-and-learn creative optimized for intent, conversion, and downstream revenue.
- Rebalanced a \$25M annual media portfolio toward high-intent and performance-proven channels, reducing cost per lead by 65% while increasing qualified lead volume and improving overall return on ad spend.
- Partnered closely with Operations and Finance to align marketing forecasts with clinical and call-center capacity, improving appointment utilization, reducing abandoned demand, and creating tighter predictability between spend and revenue realization.

- Established enterprise-level performance benchmarks, testing cadence, and executive reporting, delivering clear visibility into CAC, LTV, conversion velocity, and cohort performance to support scalable growth and Board-level decision making.
- Led and developed a 70+ member cross-functional team across Marketing, Inside Sales, Salesforce Development, and eCommerce, driving revenue growth, customer acquisition, and operational performance.

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**[ReconnectRelationship](#)** | Chief Marketing Officer  
*DTC Multi-State Telehealth | 2023 – 2025*

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

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**[Thrivelab](#)** | Chief Marketing Officer  
*DTC Subscription Telehealth | 2022 – 2023*

- 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.

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**[Zyter](#)** | Chief Marketing Officer  
*SaaS, IoT & Home Health Subscriptions | 2020 – 2022*

Michael E. Donner [www.ChiefMarketingExec.com](http://www.ChiefMarketingExec.com) +1 (561) 542 7930 [michaeldonner@yahoo.com](mailto:michaeldonner@yahoo.com)

- 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.

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### **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.

#### **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.

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#### **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.

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#### 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.

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#### Education:

**[Babson College School of Management](#)**

Wellesley, MA

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