

MICHAEL E. DONNER

Chief Marketing & Growth Officer (CMO / CGO)

B2B, B2C & DTC Growth Leader | SaaS, eCommerce & Subscription Revenue

Turning Marketing into a Revenue Engine — Strategy, Innovation & Hands-On Execution

+1 (561) 542-7930 | michaeldonner@yahoo.com | www.ChiefMarketingExec.com

PROFESSIONAL SUMMARY

Results-driven Chief Marketing & Growth Officer with 20+ years leading revenue, market share, and brand growth across B2B, B2C, and DTC organizations in SaaS, eCommerce, subscription, health and wellness, telehealth, fintech, and cybersecurity. Proven track record scaling subscription and recurring-revenue business models from early-stage startups to \$40B global enterprises through AI-powered demand generation, performance marketing, and full-funnel digital transformation. Trusted advisor to Boards, CEOs, and Private Equity sponsors on market repositioning, brand reinvention, M&A integration, and operational turnaround. Combines strategic vision with hands-on execution, P&L ownership, and a relentless focus on measurable, revenue-generating results.

CORE COMPETENCIES

Strategy & Leadership: Go-to-Market Strategy • P&L Ownership • Board & Investor Relations • M&A Integration • Private Equity-Backed Growth • Cross-Functional Team Leadership

Growth & Revenue: Demand Generation • Performance Marketing • Account-Based Marketing (ABM) • Customer Acquisition & Retention • Subscription & Recurring Revenue Growth • Conversion Rate Optimization (CRO)

Brand & Digital: Brand Positioning & Storytelling • Digital Transformation • eCommerce Growth • Media Strategy • SEO/SEM • CRM & Marketing Automation

Data & AI: AI-Powered Marketing • Predictive & Attribution Analytics • CAC/LTV Optimization • Funnel & Cohort Analysis • Marketing Dashboards & Reporting

PROFESSIONAL EXPERIENCE

Bosley HairClub | Chief Marketing & Growth Officer

2025 – Present

DTC Retail & Subscription | 130+ Location Brick-and-Mortar, Franchise & Multi-Channel eCommerce

- Recruited to lead 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.
- Drive 110% quarter-over-quarter new-business revenue growth by rebuilding the demand engine across paid acquisition, conversion optimization, and inside sales execution, while decreasing fixed operating costs by 19%.
- Lead the transformation of a 65+ person inside sales and multi-site contact center organization, implementing a White-Glove consultative sales model, standardized scripting, CRM-driven lead scoring, and real-time performance dashboards — achieving 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 marketing-sales-scheduling integration.
- Relunched 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 revenue.
- Rebalanced a \$50M annual media portfolio toward high-intent, performance-proven channels, reducing cost per lead by 65% while increasing qualified lead volume and ROAS.
- Partner with Operations and Finance to align marketing forecasts with clinical and call-center capacity, improving appointment utilization and spend-to-revenue predictability.
- Established enterprise-level performance benchmarks, testing cadence, and executive reporting, delivering visibility into CAC, LTV, conversion velocity, and cohort performance for Board-level decision making.
- Lead and develop a 140+ member cross-functional team across Marketing, New Business Development, Inside Sales, Salesforce Development, and eCommerce.

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ReconnectRelationship | Chief Marketing Officer

2023 – 2025

DTC Multi-State Telehealth

- 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 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.

Thrivelab | Chief Marketing Officer

2022 – 2023

DTC Subscription Telehealth

- Reduced cost per lead (CPL) by 82% (\$38.50 to \$6.80) through data-driven, full-funnel performance marketing, freeing capital to scale profitable acquisition.
- 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 their 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.

Zyter | Chief Marketing Officer

2020 – 2022

B2B SaaS, IoT & Home Health Subscriptions

- 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 the 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.

[Experience.com](#) | Interim Chief Marketing Officer | B2B SaaS Subscription

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

[Ingram Micro](#) | Interim Chief Marketing Officer | B2B 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 members; increased registrations by 42%, utilization by 44%, and retention to 97%, legitimizing telehealth as a mainstream care channel.

[Dryver](#) | Interim Chief Marketing Officer | B2C Rideshare

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

[Conversica](#) | Interim Chief Marketing Officer | B2B 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 | B2B 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 | B2C 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

2011 – 2014

B2B Cybersecurity Subscription

- Grew subscription revenue from \$14M to \$70M and client base by 45%, positioning the company for a successful exit.
- Led marketing that contributed to a \$370M acquisition (2,366% PE return), aligning brand 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

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

[Stryker / IntelliDOT](#) | Chief Marketing Officer | 2008 – 2010 | Healthcare Technology (B2B)

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

[Capgemini](#) | VP, Global Head, Demand Generation | 2006 – 2008 | Consulting, Technology & BPO (B2B)

- Built a 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 (B2B)

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

[IBM / Telelogic AB](#) | Corporate VP, Global Marketing | 2001 – 2004 | Subscription Software (B2B)

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

EDUCATION

[Babson College, School of Management](#) | Wellesley, MA

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