DUSTIN RITTER
CHIEF MARKETING OFFICER
Executive Summary | Resume Attached

Results Summary | 16+ Years as CMO/VP

- Stageforce | CEO & CMO | 4.5 years | Private | ARR grown +310% | Margins 0% to +65%
- Certona | CMO | 1 year | PE backed | +23% ARR growth | Acquired
- Proficio | CMO | 1.5 years | PE backed | +26% YOY growth | New Funding Round
- Resolve Systems | CMO | 2.5 years| PE backed | +33% ARR growth | Acquired
- MarcomCentral | VP Marketing | 6 years| PE backed | +82% growth | Acquired
- Modern Postcard | Mktg Product Mgr | 7 years | Private | +98% growth

Wins | Achievements

4 Acquisitions + 3 Rounds of Funding
Successfully achieved the primary objective for multiple organizations in various phases

New Market Penetration x5
Successfully repositioned multiple brands for new markets to meet long term revenue goals

Product Launches x27
Conceived or launched new apps & feature sets that dramatically increased revenue, CX, & NPS

20%-50% Annual Revenue Growth x14
Primary objective of revenue growth exceeded most years w/some 100% marketing sourced

7 Brands Created or Revised
Renamed 3 organizations and recast 7 brands with new identities for strategic repositioning

150+ Successful Events + Creation
Achieved maximum ROI for over 150 events/ Created new industry events hosting 250+ execs

Startup Success
Took a 4 year old start up w/$250k in ARR to market dominance (completely self funded)

Personalized Marketing Campaigns
Leveraged CRM data with advanced martech to create highly engaging campaigns w/ big results

Scaled Teams from 2 to 20
With limited resources, prioritized campaigns with max ROI to validate efforts & grow teams

Research Report Inclusion x14
Led strategies to increase exposure within research firms for inclusion in annual reports

Industry Experience

SMB & Consumer

Stageforce, The Active Network, Modern Postcard (12 years)

Products & services include advertising, home staging, eCommerce, project management, analytics, CRM, and personalized dashboards. Served industries including advertising, real estate, home staging, and participatory sports, I have led product and marketing efforts with quantitative results.

Enterprise Marketing

Certona, MarcomCentral (8 years)

Targeted peers such as CMOs, eCommerce VPs, and Marketing Operations leaders. Created omnichannel campaigns leveraging AI personalization to create engagement and drive wins, from Disney to Nationwide to Subway. Impressing your peers with marketing tactics and content was a was a monumental challenge & achievement and required inventing new lead gen techniques.

Enterprise IT & Security

Resolve, Proficio, Trackforce (5 years)

Led marketing teams for products including human-guided IT and Security automation, security management, and SOC services. Targets including CTOs, CIOs, CISOs across multiple industries. Built sophisticated marketing engines from the ground up including rebrands, marketing assets, lead gen teams, and funnel fill to successfully breakthrough highly competitive markets

CORE COMPETENCIES

- 16+ Years as Head of Marketing
- 10+ Years of leading Product
- 8+ Years of leading Bus Dev
- KPI Result Focused
- P&L Responsibility ($1M-$35M)
- Data Driven Decisions
- Lead Teams (2-20)
- Brand Development & Creation
- Omnichannel Demand Gen
- Digital | Paid Media | SEO
- Visual Storytelling
- Content Personalization
- Social & Influencer Marketing
- 150+ Events
- Funnel Mgt | Marketing Metrics
- Sales/Bus Dev Mgt
- Channel Marketing
- International | EMEA | APAC
- CXO, CMO, CTO, CISO Targets
- Non-Traditional Methodologies

CHARACTER & VALUES

- Strategic
- Ambitious
- Analytical
- Creative
- Detailed
- Collaborative
- Resourceful

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EXPERIENCE

CEO, CMO, CPO | *Stageforce* + *CMO* | *The Stagency*

2020-2024 | SMB & Consumer | Project Mgt, CRM, Analytics, Inventory, eCommerce, Home Staging
Targets: CEO and management for Realtors, Home Staging Organizations, & Home Buyers
Results: 310% revenue growth over 4 years | Net Profit Margin from 0% to 65%

The Stagency provides luxury home staging and interior design services to southern California homeowners. As one of the top design resources for home sellers, The Stagency focused on understanding individual customer needs to provide to maximum ROI and sales price possible.

Stageforce is the leading all-in-one platform for the home staging industry. Inherited as an inventory management system, Stageforce was overhauled and relaunched as an all-in-one platform that includes project management, customer relationship management (CRM), and eCommerce.

• CEO responsible for all aspects of the business including product strategy, revenue growth, and P&L
• Identified and prioritized new product features to create all-in-one system to maximize market share
• Launched new platform in June 2023 to widespread adoption
• Redefined subscription models and produced new revenue opportunities
• Implemented comprehensive social media advocacy marketing program to maximize referral
• Conceived & designed unique consumer eCommerce offering using custom dev & Stripe Connect
• Achieved 48% MRR growth in 2024 with new platform, plans, and pricing

Chief Marketing Officer | *Certona*

2018-2019 | Martech Enterprise Software | AI Personalization for eCommerce
Targets: CTO, CMO, CIO, VP eCommerce, for all industries
Results: Primary objective achieved, acquired by Vista Equity

Certona is the leading omnichannel AI personalization platform that helps organizations drive more engagement with real-time individualized messaging, content and product recommendations. Powering the largest retailers globally, Certona creates an individual experience & maximizes eCommerce sales

• Built new marketing infrastructure and team to support scalable growth
• Recast demand funnel to better track engagements from lead to close
• Implemented comprehensive advocacy marketing program to maximize referral sourced revenue
• Lead positioning and strategy efforts for new product lines
• Created dynamic new lead gen programs through email marketing, online advertising, and events
• Launched a comprehensive set of new marketing assets with all new content including white papers, social properties, emails, videos, advertisements, etc., to support North America and EMEA sales

Chief Marketing Officer | *Proficio*

2017-2018 | IT & Cybersecurity Enterprise Software & Services | SOC & MDR Services
Targets: CIO, CTO, CISO for all industries
Results: 24% YOY growth | Funding by Kayne Anderson

Proficio is a leading global cybersecurity services provider with operations in North America, EMEA, & APAC. Proficio provides world-class 24/7 monitoring & detection of threats using innovative proprietary processes & a personalized approach to address the specific risks to their client's environment.

• Built revamped Marketing strategy and brand as if a startup (hired staff, established KPIs/tactics)
• Rebranded with a complete new visual identity and messaging
• Implemented comprehensive marketing tech stack (Salesforce, Marketo, DiscoverOrg, etc.,)
• Launched a comprehensive set of new marketing assets including websites, social properties, emails, videos, advertisements, etc., to support North America, APAC and EMEA sales
• Created advocacy marketing program to leverage/optimize the awareness of client success stories
• Increased pipeline >63M in first 9 months | Submitted & won 11 industry awards during tenure

Chief Marketing Officer | Resolve Systems

2014-2017 | IT & Cybersecurity Enterprise | Automation
Targets: CTO, CIO, CISO for all industries
Results: Primary objective achieved, acquired by Insight Venture Partners | 33% ARR growth

Resolve Systems is a global leader in accelerating IT incident resolution through automation and interactive knowledge management. Headquartered in Irvine, CA, Resolve drives tremendous value to an enterprise through gains in process productivity using an incident resolution dashboard.

• Led positioning, strategy, messaging, and rebrand efforts to expand target markets
• Implemented leading marketing systems (Salesforce, Marketo, DiscoverOrg, etc.)
• Created dynamic new lead gen programs through email marketing, online advertising and events
• Launched a comprehensive set of new marketing assets with all new content including websites, social properties, emails, videos, advertisements, etc., to support North America and EMEA sales
• Conceived and produced the Incident Resolution Summit increasing brand awareness and pipeline
• Increased pipeline >75M in first 6 months

Vice President of Marketing | MarcomCentral

2007-2014 | Martech Enterprise & SMB | Distributed Marketing, Personalization & Automation
Targets: CMO, Marketing VPs, Marketing Ops for all industries
Results: Primary objective achieved, acquired by RICOH

MarcomCentral is a SaaS enterprise marketing asset management application providing personalization. It is also defined as a distributed marketing solution, a content management system, marketing resource management platform, and sales enablement solution. Inherited as a 7 year stagnated start up, responsible for all marketing staff, budgets, strategies, tactics, and results.

• Led transformation of legacy brands and recast to MarcomCentral and PTI
• Grew revenue by 60% through lead acquisition (1.5M), email campaigns (55M), PPC, more
• Marketing driven revenue allowed staff to grow from 2 to 11 and scale effectiveness
• Created data infrastructure and processes for best-in-class B2B funnel metrics
• Implemented best practice lead qualification (inside sales) processes owned by marketing
• Conducted/maintained comprehensive analysis of the marketing technology space
• Conceived and executed the Marketing Operations Executive Summit 2013, 2014, 2015
• Implemented martech including automation, CRM, PM, sales enablement, video platforms, more
• Achieved the inclusion of MarcomCentral into vendor research reports from Gartner, Forrester, Sirius Decisions, Gleanster, DemandGen Report, MarketingProfs, 451 and more

Senior Marketing Product Manager | The Active Network

2006-2007 | Consumer, SMB, & Enterprise Software and Paid Advertising | Action Sports Mgt
Targets: Athletes, event organizers, and consumer brand marketers of all industries
Results: Created new apps and features that generated 2M new pageviews for ad sales
Active Network provides technology to organizations throughout the world that manage sports activities. From online registration to league management, Active drives participation in sports.
• Produced multiple apps including NFL Punt Pass & Kick, Little League Baseball Voting, Race Results)
• Project managed the relaunch of Active.com from a B2B to consumer site.

Marketing Product Manager & Business Analyst | Modern Postcard

2000-2006 | Advertising Products & Services | Direct Mail, Data Services, Design Services
Targets: Consumers & Marketing Management for all industries
Results: Conceived and created new product solutions that contributed to 83% of growth
Modern Postcard is a leading provider of direct marketing solutions serving enterprise, mid-market, and SMB organizations. Product Management function oversaw software and solutions development
• Led comprehensive organizational analysis that led to changes in marketing, operations, finance, and outlined growth strategies that increased profitability (45%) and revenue growth (33%)
• Created new eCommerce app that increased online sales from 10% to 68% of total sales

EDUCATION

California Polytechnic State University San Luis Obispo, CA
Bachelors of Science, Business

EXPERTISE

Demand Generation - Created ~1000 omnichannel marketing campaigns that leverage dynamic personalization to drive engagement and MQLs/SQLs. Utilized digital, social, influencer, and direct marketing combined with events & non-traditional methods to drive growth and optimized marketing spend. Increased demand funnel in multiples to achieve growth objectives.

Revenue Growth – Generated over $30M in sales growth across 6 organizations with YOY revenue increases from 18-48%. Lead generation efforts targeted executives and produced up to 95% of sales qualified leads. Managed lead qualification teams to optimize nurturing and response times. Brands won include Nationwide Insurance, Disney, LifeLock, Subway, and many more from diverse industries.

Brand Marketing- Led rebranding strategy and execution for Stageforce, MarcomCentral, Trackforce, and Resolve Systems resulting in vastly improved brand perception and product awareness. Conceived and produced new industry events including Personalization19, Incident Resolution Summit & the Marketing Operations Summit leading to market recognition & accolades from top research firms.

Thought Leadership – Invited to speak at over 21 conference sessions covering topics from CMO role changes and change management to content engagement and marketing on-demand. Nominated for two marketing automation awards (Eloqua Markies) for Fastest ROI and Best Personalization.

Product Management & Marketing - Created and launched multiple successful SaaS and service based solutions. Worked closely with development staff to ensure specifications were satisfied and the UX was optimized. Created GTM strategy, content, demand gen. Results exceeded projected outcomes.

Content Development – Produced best-in-class content to engage prospects and support lead generation efforts including websites, presentations, case studies, direct mail and email campaigns, video, advertisements, white papers, etc.

Marketing Tech & Metrics - Implemented best-in-class tech and data infrastructure to achieve funnel metrics from initial awareness to wins. Dashboards provided real-time insights on lead development. Employed a variety of marketing tools to scale marketing efforts and optimize effectiveness. Tools include Salesforce, Google Analytics & Adwords, Marketo, Oracle, Alyce, Adroll, Hootsuite, Meta.

SPEAKING ENGAGEMENT HIGHLIGHTS

• RESACON 24 "The All New Stageforce" 2024
• RESACON 22 "Selecting the right tech stack" 2022
• IAHSP Conference "The Staging Technology Landscape" 2021
• Personalization19, "Master of Ceremonies" 2019
• Incident Resolution Summit "Master of Ceremonies", Mar 2016, 2017
• Revenue Marketing Summit, "No Boundaries for Marketing", Jan 2014
• Richmond Marketing Forum, "The New CMO Technologist", Jun 2013
• SiriusDecisions Summit, "Automating Channel Marketing", May 2013
• Marketing Operations Executive Summit, "Making Personalized Content a Reality", Mar 2013
• BRITE '12, "Enterprise Brand Management Technologies", Mar 2012
• Brand ManageCamp, "Intelligent Marketing On-Demand", Sep 2011

SOFTWARE SKILLS AND KNOWLEDGE

MS Office, Salesforce, Oracle, Marketo, Google Analytics, Google Adwords, Hootsuite, Genius.com, MarcomCentral, ExactTarget, Basecamp, Microsoft Project, Web & Content Mgt Systems, Vidyard, Brightcove, Citrix Products, Jira, Pardot, Asana, Monday, Retargeting, and other online ad platforms