

LEE SOMERHALDER

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EXECUTIVE LEADERSHIP • MULTICHANNEL MARKETING • BRAND DEVELOPMENT

Global Marketing Executive with extensive experience influencing, developing, and governing impactful global marketing strategies that unlock multimillion-dollar business opportunities and position entities for sustainable growth. Recognized as a dynamic change agent who paves the way for advancement and an empathetic people-focused leader who guides, empowers, inspires, and champions high-capacity individuals into cross-collaborative teams motivated to operate and perform at the highest level.

SIGNATURE STRENGTHS AND TECHNICAL PROFICIENCIES

Customer-Centric Product Marketing	People-Focused Leadership	Brand Strategy, Positioning & Building
Brand & Business Development	Team & Leadership Development	Organizational Change Management
Long-Term Planning & Execution	Data-Driven Growth Solutions	Process Improvement Strategies
Demand Generation	AI, LLMs & Machine Learning	Stakeholder & Client Engagement
Data Analytics & Reporting	Operational Rigor	GTM Implementation
Forecasting & Data Visualization	SaaS/PaaS • HubSpot • 6Sense • BI Tools	Google Analytics (GA4) • Tableau/Domo
Marketo • SFDC Marketing & Sales Cloud	Oracle WebCenter Portal & Content	Basic Generative AI Strategy

CAREER NARRATIVE AND IMPACT

LEAD COVERAGE

2022 – PRESENT

VICE PRESIDENT, DEMAND GENERATION

Serve as an integral member of the executive leadership team, driving strategy, growth, innovation, and performance optimization across all platforms.

- Lead a team of 20 marketing professionals aimed at capturing new business through multichannel marketing campaigns.
- Positioned the organization for exponential growth, increasing ARR by \$2.3M in 12 months and raising the minimum monthly retainer to \$25K across all clients.
- Achieved a 65% reduction in GTM time within 6 months and streamlined operational processes, including the integration of 6Sense to Marketo to SFDC.
- Transformed the demand generation department, expanding and building a high-capacity team that drove success.

TRANSPORTATION INSIGHT

2021 – 2022

VICE PRESIDENT, DIGITAL MARKETING

Led the expansion footprint for the newly merged TI Hold Co. organization, consolidating CRM, paid media, social, analytics, and web experiences into 1 highly effective operational solution and brand within 12 months. Provided strategic thought leadership on operational initiatives, strengthened stakeholder engagement, and sharpened marketing tactics.

- Catapulted growth, expanding web traffic by 123%+, achieving a 10X boost in paid media activations, driving a 20% jump in social engagement, and increasing email open rates by 50%.
- Improved the organization's capacity by designing, building, and developing tiholdco.com, ntgfreight.com, and transportationinsight.com.
- Unlocked a pipeline of leads by achieving 33M hyper-targeted impressions in 3 months, increasing marketing sourced opportunities by 30%, and boosting ROAs by 130% throughout a twelve-month period.

YAMAHA MOTOR CORPORATION, USA

2019 – 2021

DIGITAL MARKETING & STRATEGY MANAGER

Governed the enterprise strategy and execution for digital marketing, including managing 3 web and creative agencies, the multi-business unit e-commerce platform, data quality and integration, 2 cross-functional teams, and numerous corporate planning groups.

- Navigated the COVID-19 pandemic with a growth mindset and launched the Yamaha dealer network's first digital unit delivery program.
- Achieved a 500% retail sales increase by establishing the organization's first online unit deposit process.
- Strengthened the source attribution model, enhancing sales, service, and supply chain delivery methods and transitioning the entity from Einstein Analytics to a Domo BI platform.
- Integrated a save-and-shop capability on Yamahamotorsports.com by introducing the first mobile 3D SxS and motorcycle configurator.

TRIUMPH MOTORCYCLES AMERICA

2016 – 2019

MARKETING DIRECTOR

Directed the organization’s advertising, public relations, communications, and events throughout the US and Canada, including the technical architecture and launch of the company’s first Triumph Certified Pre-Owned Motorcycle program.

- Optimized a \$2.3M annual initiative in dynamic, programmatic, social, and search activations based on dealer inventory and quarterly promotions.
- Restructured 4 e-commerce sites, including 183 customizable dealer pages, a PIM-ERP integration, and catapulted growth, lifting the conversion and engagement rate by 30% across 400K monthly visitors.
- Introduced the organization’s first method for consumers to manage Triumph motorcycle deposits from a factory website.
- Led 180+ experience launch events, showcasing new bikes in 2016, 2017, and 2018, as well as Bonneville Back in Black, Reborn, and Icons tours.

THE MARKOPS GROUP

2015 – 2016

FOUNDER

Conceptualized, launched, and developed 3 seed-stage startup organizations as the entity’s founder and growth strategist.

- Enhanced prospective client engagement and solidified relationships by integrating SFDC, HubSpot, Tract billing, MySQL, Unbounce, Google Analytics, and GoToWebinar.
- Integrated the Multi-Touch Attribution (MTA) model and implemented innovative business development strategies to increase site traffic by 30% and double the pipeline of prospective leads.
- Designed, introduced, and evaluated lead-scoring models in 3 phases.
- Bolstered engagement 10% by integrating LinkedIn as an advertising model.

OUTSYSTEMS

2014 – 2015

MARKETING AUTOMATION & OPERATIONS MANAGER

Enhanced entity-wide automation and operational initiatives within the B2B and B2C technology industries, providing guidance and expertise as a Marketo, SFDC admin, and SEO/SEM expert.

- Redesigned the demand generation engine for a global PaaS company and strengthened customer engagement and satisfaction.
- Managed a variety of projects, including GDPR, CASL, CAN-SPAM, EU Directive & Spam Act 2003 in Australia.
- Improved the lead conversion rate by 100% in less than 6 months by introducing a \$3M global implementation of Marketo.
 - Managed the launch of 5 global workspaces, training and empowering all stakeholders to drive marketing automations.
 - Developed a Marketo Center of Excellence aimed at protecting corporate emails and the IP reputation and deliverability control.

TEKSTREAM SOLUTIONS

2012 – 2014

MARKETING MANAGER

Served as a marketing manager, cultivating a sustainable platform for growth, increasing pipeline opportunities by 300% and annual revenue growth by 400%.

- Increased web traffic by 110% and strengthened marketing efforts and social media channels by incorporating Salesforce, Silverpop, and Google Ads, and enhancing web forms, landing pages, and online referrals.
- Led several corporate events, including 2 OpenWorld, 2 IOUG Collaborate, and 1 Dreamforce conference for the organization.

EDUCATION AND COMMUNITY ENGAGEMENT

Bachelor of Science, Business Administration, Marketing – Northern Arizona University

Founder – Able Tones – A philanthropic organization serving children with learning disabilities	2023
Speaker – CX Summit Chicago	2022
Award Recipient – Yamaha World’s Best Implementation Case – Marketo	2021
Speaker – Atlanta Digital Summit	2019
Three Session Host – Digital Marketing World Forum, NYC	2017
Presenter – Nissan and Cox Automotive, Atlanta Digital Summit, Future of Mobile	2016
Speaker – Content Creation & Distribution, LinkedIn Conference, NYC	2015
Nominee – TAG Marketing Award — Integrated Marketer of the Year	2013
Silverpop (now IBM) Marketing Automation Certification, + Brand Ambassador	2012
Salesforce.com Administrator	2012
Oracle WebCenter Portal & Content Pre-Sales	2012