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REVENUE, SALES, AND MARKETING LEADER

Building and scaling revenue engines through go-to-market strategy, pipeline architecture, operational discipline, and modern enablement

Executive commercial leader with 25+ years of experience building, scaling, and modernizing revenue organizations across professional services, technology, and manufacturing-adjacent industries. Proven record of driving sustained growth by aligning go-to-market strategy, sales execution, marketing performance, and revenue operations into a single operating system.

Led revenue expansion from \$35M to \$450M while maintaining consistent profitability across multiple economic cycles. Trusted advisor to CEOs, boards, and private-equity stakeholders on growth strategy, M&A integration, and commercial transformation. Known for translating strategy into execution and execution into measurable results through disciplined operating rhythms, clear accountability, and strong cross-functional leadership.

Experienced in leveraging modern analytics, automation, and AI-enabled tools to enhance decision-making, productivity, and customer engagement, while maintaining focus on fundamentals: people, process, and performance.

Core Capabilities

Commercial & Revenue Leadership

- Revenue strategy & go-to-market architecture
- Sales leadership, enablement & performance management
- Demand generation, ABM & pipeline ownership
- Revenue operations, forecasting & operating cadence

Strategy & Transformation

- Commercial transformation & change leadership
- M&A strategy, diligence & post-merger integration
- Market expansion & vertical penetration
- Executive and board-level communication

Operational & Organizational Excellence

- Continuous process improvement
- Cross-functional and inter-departmental coordination
- Operational execution, accountability, and scale

PROFESSIONAL EXPERIENCE AND IMPACT

MarZeka Consulting – National

Helping growth-minded organizations lead AI transformation and build AI-ready businesses through AI Literacy, AI Strategy, and AI Enablement.

AI SALES DOCTOR
FOUNDER & CEO

2023 – PRESENT

As "The AI Sales Doctor," I work with executives who want to scale faster, work smarter, and turn AI into measurable business growth. As Founder & CEO of MarZeka Consulting, I serve clients as a fractional Chief AI Officer and, in select cases, as a fractional CMO/CSO/CRO, helping growth-minded organizations build AI-ready businesses through AI Literacy, AI Strategy, and AI Enablement. My work spans from boardroom strategy to in-the-trenches execution across revenue, operations, and corporate functions.

- **Designed and executed AI-led growth strategies** that delivered 15% to 45% year-over-year revenue increases, helping clients modernize customer acquisition, sales conversion, and retention.
- **Designed and led deployment of AI-powered assistants and automations** (AiZeka Assistants) for prospecting, onboarding, and internal workflows, streamlining operations and reclaiming thousands of labor hours annually.
- **Created enterprise-wide AI roadmaps** that aligned directly with C-suite growth goals, increasing speed-to-decision, improving forecasting accuracy, and boosting marketing ROI.
- **Served as a fractional CAIO/CMO/CSO/CRO** for clients undergoing AI transformation, guiding AI integration across marketing, revenue operations, customer experience, and internal workflows, and providing program and project management from pilots through rollout.
- **AI-assisted growth ops:** Deployed LLM/automation for prospecting, onboarding, and analytics. 15-45% YoY revenue lifts while freeing thousands of hours.
- **Delivered hundreds of executive keynotes and workshops** to equip senior leaders with the knowledge and confidence to adopt AI strategically and lead culture change across their organizations.
- **Led clients through AI readiness assessments, data audits, and tool selection**, ensuring adoption of the right models and platforms based on business stage, goals, and risk profile.
- **Repositioned client brands as innovation leaders** by integrating AI into external messaging, digital campaigns, and customer experience strategies, resulting in elevated market visibility and competitive differentiation.
- **Certified Vistage Speaker:** created and delivered customized flagship workshops for executive leaders on integrating AI into strategy and operations for scalable growth.
- **Advised senior leadership and functional teams on AI integration, change management, and adoption**, supporting capability building across marketing, sales, and operations

I don't just help companies implement AI, I help them grow with it. By combining AI Literacy, AI Strategy, and AI Enablement, I turn complexity into clarity and ideas into outcomes, bridging the gap between AI potential and real-world business performance.

Chief Outsiders – National

The nation's leading Executives as a Service firm, providing marketing and sales executives with the tools they need to accelerate growth.

CHIEF SALES OFFICER & CHIEF MARKETING OFFICER

2024 – 2025

Served as a fractional Chief Sales and Chief Marketing Officer to professional services organizations, partnering with CEOs and executive teams to design and execute growth strategies, modernize sales systems, and improve revenue performance across complex B2B environments.

- **Sales Strategy and Achievement:** Assessed and re-architected sales strategies to address gaps in go-to-market execution, pipeline coverage, and operating cadence, resulting in measurable revenue growth.
- **Sales Systems & Process Implementation:** Designed and implemented sales playbooks, methodologies, and performance systems that improved lead qualification, deal velocity, and close rates.
- **Strategy Execution & Team Training:** Led execution of new sales strategies across multiple teams, providing executive coaching, training, and change leadership to ensure adoption and performance improvement.
- **Performance Monitoring & Continuous Improvement:** Established RevOps KPIs, dashboards, and forecasting discipline to enable data-driven decision-making, improve forecast accuracy, and strengthen sales and marketing alignment.
- **Process Optimization & Growth Plan Execution:** Aligned sales, marketing, and revenue operations around shared goals, operating cadence, and accountability to improve execution and scalability.
- **Strategic Planning & Brand Development:** Led go-to-market strategy and brand positioning initiatives to strengthen market differentiation, customer engagement, and revenue performance.
- **Lead and Demand-Generation/ABM leadership:** Optimized CRM, MarTech, and ABM environments (Salesforce, HubSpot, Pardot), improving MQL-to-SQL conversion, pipeline predictability, and sales productivity.
- **Thought Leadership & Content Creation:** Supported thought leadership and content strategies that enhanced brand visibility, credibility, and demand generation.
- **Professional Development & AI Integration:** Integrated modern analytics, automation, and AI-enabled tools to improve campaign performance, decision-making, and overall marketing ROI.

MAU, Inc. – Augusta, GA • 1997 – 2023

An innovative global company providing solutions for success in staffing, recruiting, technology, and outsourcing to clients.

CHIEF MARKETING OFFICER & SENIOR VICE PRESIDENT OF INNOVATION

2022 – 2023

Led enterprise marketing, innovation, and commercial strategy across MAU's Talent and Consulting businesses, with

accountability for brand, revenue enablement, innovation initiatives, and digital transformation.

- **Achieved revenue growth goals:** Delivered revenue growth and a **20% year-over-year increase in profitability** during a challenging economic environment for the staffing and employment sector.
- **Segmentation, ICPs & packaging:** Defined TAM/SAM, priority ICPs, and buyer personas; translated insights into tiered offerings and pricing, launching two brands and a unified positioning system.
- **Revenue planning & operating cadence:** Built an end-to-end sales and marketing funnel model with defined stages, handoffs, and operating cadence, improving forecast reliability and cross-functional accountability.
- **Sales enablement & deal velocity:** Developed sales enablement assets, including persona-based messaging, objection handling, ROI tools, and reference programs, reducing ramp time and increasing win rates.
- **Content & customer storytelling:** Built a case study and customer storytelling engine aligned to buyer journey stages to advance deals and support revenue growth.
- **Increased brand visibility and market relevance** through marketing innovation initiatives and disciplined execution.
- **Enhanced competitiveness and optimized organizational efficiencies** by leading Innovation and Solutions Development initiatives to improve competitiveness, operational efficiency, and service differentiation.
- **Successfully launched two brands with distinct market positioning**, in support of MAU's long-term growth strategy.
- **Implemented a revenue forecasting model, achieving 95% accuracy**, transitioning the organization from descriptive to predictive analytics.
- **Recognized as an OnCon Top 50 Marketer (2023)** for leadership and marketing excellence.

CHIEF MARKETING OFFICER—3Ci (AN MAU COMPANY IN ATLANTA, GA)**2022 – 2023**

Led the transformation of 3Ci from a MAU division into a standalone enterprise technology services brand, with accountability for revenue strategy, brand positioning, digital transformation, and communications.

- **Strategic Leadership:** Aligned 3Ci's strategy with MAU's enterprise objectives while establishing a distinct and independent market identity.
- **Revenue Growth:** Drove a **25% increase in client acquisition** and **20% annual revenue growth** through targeted go-to-market and marketing initiatives.
- **Digital Transformation:** Led digital transformation initiatives, implementing modern marketing platforms and analytics to improve engagement and ROI.
- **Team Development:** Built and led a high-performing marketing team focused on execution, accountability, and continuous improvement.
- **Mergers & Acquisitions:** Led post-acquisition integration of Doozer Software, expanding service offerings and strengthening competitive positioning.
- **Corporate Restructuring:** Directed the strategic spin-off of 3Ci from MAU, establishing operational autonomy and a scalable framework for growth.

VICE-PRESIDENT, MARKETING & BUSINESS DEVELOPMENT**2006 – 2022**

Guaranteed sustainable business growth trajectory by presiding over all day-to-day operational aspects. Enhanced decision-making processes by formulating and presenting comprehensive analytics at board meetings, ensuring informed and strategic choices. Aligned operations with strategic business objectives by developing key performance indicators (KPIs) for marketing and business development.

- **Skyrocketed annual revenue to \$450M** by spearheading a high-volume client portfolio with a strategic focus on Workforce Solutions.
- **Demand & lead generation:** Built an omnichannel growth engine (email, events, targeted content, partner co-marketing) producing a 300%+ BD ROI and sustained YoY pipeline growth.
- **Amplified sales productivity and increased market share** by launching customer-centric sales and marketing strategies.
- **Obtained the prestigious Top 100 Marketer Award in 2021** by attesting remarkable contributions to marketing excellence.
- **Acknowledged as one of the region's top young professionals in 2009**, for showcasing outstanding leadership and career accomplishments.
- **Maximized sales channel productivity** through the strategic planning and execution of sales and marketing initiatives.
- **Commended by executives for significant contributions** that led to the company's recognition as one of the top 50 US staffing providers.
- **Contributed substantially to the company's progression by creating and deploying a comprehensive strategy to generate \$1B in revenue within seven years.**
- **Reached revenue targets and deployed process improvements across the organization** by fostering inter-departmental coordination and teamwork.

VICE-PRESIDENT, MARKETING & BUSINESS DEVELOPMENT—3Ci (AN MAU COMPANY IN ATLANTA, GA)**2018 – 2022**

Drove transformational growth and strategic direction for 3Ci, a leader in custom software solutions and technology services. Played a pivotal role in acquiring and integrating 3Ci into MAU, guiding the brand's expansion, operational restructuring, and market positioning within MAU's portfolio. Developed comprehensive go-to-market, marketing, sales, and growth strategies that established 3Ci as a premier brand in enterprise services.

- **Acquisition & Integration Leadership:** Led due diligence efforts and played a key role in acquiring 3Ci by MAU, ensuring a seamless integration of resources, culture, and systems. Guided the post-acquisition strategy, establishing 3Ci as a distinct division under MAU, focusing on custom software and technology solutions.
- **Strategic Planning & Growth Initiatives:** Architected the go-to-market (GTM) strategy, marketing plan, and sales plan for 3Ci, driving expansion into new markets and amplifying revenue growth. Developed a robust growth strategy that consistently delivered high-impact results and aligned with MAU's vision, contributing to 3Ci's reputation as a trusted partner in the tech industry.
- **Revenue Growth & Market Expansion:** Oversaw high-volume client acquisition efforts, leveraging innovative marketing and sales strategies that drove year-over-year revenue growth. Positioned 3Ci as a preferred provider in competitive markets, leading to substantial market share and profitability increases.
- **Brand Positioning & Marketing Innovation:** Revitalized 3Ci's brand through targeted marketing campaigns, digital transformation initiatives, and strategic messaging, reinforcing its unique value proposition within the MAU portfolio. Established 3Ci as a thought leader in technology services, enhancing visibility and engagement across key customer segments.
- **Sales & Business Development Excellence:** Directed sales and business development operations, cultivating long-standing relationships with high-profile clients and partners. Enhanced sales productivity through process improvements and CRM integrations, enabling the team to achieve ambitious targets and maximize customer lifetime value.
- **Team Leadership & Culture Building:** Built and mentored a high-performing team of marketing and business development professionals. Fostered a collaborative, growth-oriented culture that encouraged creativity, accountability, and continuous improvement.

Earlier Positions Held (1997-2006): Business Development Manager/Corporate Outsourcing Manager, Branch Manager, Account Executive, and Staffing Specialist

CAREER HIGHLIGHTS

- Drove revenue growth from \$35M to \$450M, maintaining consistent profitability and securing a Top 50 national ranking among staffing firms.
- Consistently achieved or exceeded 300% ROI targets for business development over 22+ years.
- Delivered 300%+ ROI through transformative marketing leadership and disciplined growth execution.
- Established a repeatable M&A strategy and engagement process for identifying, evaluating, and integrating acquisition targets.
- Recognized as a strategic executive leader trusted to navigate high-stakes decisions and complex environments.
- Built and sustained long-term client relationships that contributed materially to enterprise revenue growth.
- Led rapid adaptation to market and customer changes through predictive analytics and data-driven decision-making.
- Delivered consistent growth and market-share gains across economic downturns, recessions, and the COVID-19 pandemic.
- Achieved the highest Net Promoter Score (NPS) in the organization, reflecting strong employee engagement and loyalty.
- Launched the Innovation and Solutions Development division, positioning the organization as an Industry 4.0 leader.
- Strengthened operational efficiency, revenue growth, and competitive positioning through continuous improvement and disciplined execution.

EDUCATION & CREDENTIALS

DOCTOR OF BUSINESS ADMINISTRATION (DBA): 2023 | University of Florida, Warrington School of Business – Gainesville, FL

Research: Marketing & Artificial Intelligence

Published Dissertation: *"Application of the Technology Acceptance Model to the Adoption of Artificial Intelligence by Salespeople."*
Henson, C. (2023). University of Florida.

MASTER OF BUSINESS ADMINISTRATION (MBA): 2000 | Augusta University – Augusta, GA

BACHELOR OF SCIENCE IN BUSINESS ADMINISTRATION (BS): 1997 | University of South Carolina at Aiken – Aiken, SC
Alumni Award of Distinction for the School of Business (2014)

CERTIFICATIONS

GREEN BELT CERTIFICATION | Lean Six Sigma

PROFESSIONAL CERTIFIED MARKETER (PCM) | American Marketing Association (AMA)