

BETH ARD

Segment and Portfolio Marketing Leader | B2B Growth | AI-First | Product Marketing and Audience Strategy
Denver, CO | elizabethard@gmail.com | 917.916.6284 | linkedin.com/in/elizabethard

EXECUTIVE SUMMARY

- ♦ Audience obsessed B2B marketing leader with deep experience building go-to-market strategies across multi-product portfolios, customer segments, and complex buying groups.
- ♦ Expert at translating customer insight, segmentation, competitive intelligence, and product positioning into campaigns, launches, sales enablement, and measurable pipeline impact.
- ♦ Experienced leading high-performing teams in fast-paced, matrixed B2B technology environments, with a bias toward curiosity, action, optimization, and cross-functional collaboration.

AI-FIRST MARKETING LEADERSHIP

- ♦ **Applies AI-enabled tools to accelerate research, messaging development, content creation, design, competitive analysis, and campaign planning while bringing experienced marketing judgment to ensure quality, resonance, and human connection.**
- ♦ Builds AI-powered systems, workflows and playbooks that help teams move faster from insight to brief, campaign, launch, and optimization.
- ♦ Applies AI/ML, predictive analytics, and customer data to improve targeting, product adoption, customer engagement, and retention strategies.

MARKETING IMPACT AND RESULTS

- Delivered **record quarterly revenue** growth and **2x new business growth in six months** through integrated B2B marketing, sales enablement, and demand generation execution for Xytech Systems.
- Increased sales-accepted **lead conversion from 24% to 59%**, materially expanding qualified pipeline for Xytech Systems, by applying a modern audience-obsessed marketing approach.
- Drove **multimillion-dollar sales growth** and **30% product adoption increase** through effective segment and product marketing strategy + execution at Lumen Technologies.
- Increased engagement rate across digital channels by shifting product positioning and audience messaging for Bodine & Co. **(17-19%)**

CORE MARKETING COMPETENCIES

- Segment and Portfolio Go-to-Market Strategy | Product Marketing Lifecycle and Launch Planning
- Audience Segmentation, ICP Development and Persona Strategy
- Positioning, Messaging, Competitive Intelligence | AI-Enabled Research, Content, Workflows, Analytics
- Marketing Performance Analytics, KPI Design, ROI Accountability
- Cross-Functional Leadership: Product, Sales, Growth, Ops, Marketing
- Salesforce, MSFT Dynamics and Copilot Cowork, OpenAI, G2M.ai, Figma Make, Webflow, AI agents

PROFESSIONAL EXPERIENCE

DMD Systems Recovery, Marketing Leader, Feb 2026 – Present

Leads marketing strategy, positioning, demand generation, content, and sales enablement for a B2B technology lifecycle services company.

- Delivered audience-first messaging and go-to-market strategies across core service portfolios. Rebuilt product marketing positioning, messaging, and assets.
- Leading the transition to AI-enabled tools to accelerate research, messaging development, content creation, competitive analysis, and campaign planning.
- Created segment-specific positioning, digital content, and campaign messaging to better align DMD's services with the needs of IT, Operations, Finance, and Sustainability decision-makers.
- Repositioned DMD's value proposition around customer pain points to improve audience relevance.

Customer Thrive Consulting, Founder and Principal, Jun 2023 – Feb 2026

Advises and executes B2B marketing, segment strategy, product positioning, customer experience, and growth initiatives for technology and professional services organizations.

- Built audience-led messaging, segmentation, and campaign strategies to improve qualified lead generation and sales conversion using AI to reduce the need for headcount.
- Partnered with executive teams to align marketing strategy, sales priorities, customer insight, and pipeline outcomes.

Lumen Technologies, Vice President of Customer Experience, Nov 2018 – Mar 2023

- Led enterprise-wide customer experience and customer success initiatives that improved retention, product adoption, and customer lifetime value across a global B2B customer base.
- Cross functional initiatives improved rNPS by +20 points, rCES by +11 points, and increased promoter spend by 10–20%.
- Launched and scaled a customer community and executive advisory board to strengthen customer advocacy, increase demand, and inform marketing priorities.
- Led customer research programs, translating qualitative and quantitative insights into actionable customer insights.
- Used advanced and predictive analytics (AI/ML) to improve growth marketing, and product adoption

Lumen Technologies, Senior Director Global Product Portfolio Marketing, Apr 2014 – Nov 2018

Led global product marketing and portfolio go-to-market strategy for complex B2B technology solutions, driving multimillion-dollar revenue growth and a 30% increase in product adoption.

- Owned portfolio-level positioning, messaging, launch strategy, and sales enablement across multiple B2B technology solutions.
- Managed and developed a 20-person team responsible for product marketing, content, campaigns, enablement, and market-facing messaging.
- Built segmentation, targeting, and competitive positioning frameworks to guide campaign priorities, sales motions, and product storytelling.
- Led integrated product launches across digital, content, events, PR, partner marketing, and sales channels.
- Partnered with Product, Sales, Marketing, and partner teams to close execution gaps between product strategy and market delivery.
- Developed value propositions and messaging frameworks used across websites, campaigns, sales collateral, events, executive communications, and partner marketing.
- Used customer research, market analysis, competitive intelligence, and performance data to refine positioning and improve product adoption.

Lumen Technologies, Director Global Segment Marketing, Apr 2012 – Apr 2014

- Developed go-to-market segmentation, targeting, and positioning strategies across multiple B2B verticals, generating multimillion-dollar annual revenue impact.
- Led market sizing, customer needs analysis, and competitive research to identify high-growth opportunities and prioritize marketing investments.
- Executed integrated marketing programs across content, digital, events, PR, and executive thought leadership to drive brand awareness and inbound demand.

EDUCATION

- **Bodine & Co with Carnegie Mellon (HCI)** | Executive Education, AI Strategy
- **University of Chicago, Booth School of Business** | Executive Education, Behavioral Economics
- **American Management Association** | Executive Education, Business Strategy and Management
- **Indiana University, Bloomington** | Bachelor of Arts in Art History, Criticism, East Asia Cultural Study