

# MARCIE S. BAETCKE

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To Whom It May Concern:

I've had the privilege of working with Ed Palmer for nine years at APEI and APUS (subsidiary), where he served as a key leader on my marketing team. Ed was a trusted advisor and a strong leader, earning the respect and confidence of the entire team. His exceptional problem-solving skills, leadership, focus, and drive for technological innovation make him a powerful asset to lead and build teams striving for growth.

## Digital Transformation

Ed has spearheaded and driven numerous digital transformations across several of APEI's business units. These complex projects involve multiple teams, tight deadlines, and hidden obstacles. Ed consistently keeps teams focused on priorities, regardless of the pitfalls that arise along the way. He aims to utilize innovative technologies at scale, taking into consideration the goals of involved teams. Ed introduced and launched Marketo, a marketing automation platform that increased email efficiency and effectiveness and led teams through several CRM and system migrations. He thinks strategically and reviews platforms with business goals in mind. He truly understands the importance of aligning technology with the business strategy, rather than the other way around.

## Web Performance

Ed possesses a deep understanding of the latest trends and strategies in web performance across mobile-optimized and desktop website environments, as well as paid media landing pages. He's data driven and institutes a disciplined approach to user experience and testing for enhanced web performance and customer engagement. Ed's commitment to conducting quarterly competitive analysis has allowed the marketing team to gain valuable insights and stay inspired by innovative sectors. He launched over 10 blog sites that significantly enhanced the team's content marketing efforts, helping to raise brand awareness, increase social engagement and significantly grow internal "owned" audiences of newsletter subscribers. Ed's experience, dedication, and goal-oriented approach make him a valuable asset in any organization seeking to elevate their web performance and drive business success.

## MarTech

Ed possesses comprehensive knowledge of various marketing technology platforms, tools, and systems. He works with teams to find technologies to enhance user experience, optimize marketing campaigns, meet business objectives and increase employee productivity. His strong business acumen is key in managing and overseeing the MarTech stack to achieve measurable results. He's able to effectively serve at the intersection of business requirements, marketing requirements, and IT needs. In my experience, this skill set is highly sought-after, particularly in the rapidly evolving marketing landscape, where AI integration is becoming increasingly crucial.

## Data-Driven Lead Generation

Much of what Ed does, and excels in, revolves around lead generation and conversion optimization that are highly data-driven. He has a keen eye on performance metrics and works to ensure the team's strategies and tactics are tightly aligned with targeted goals. He also has a proven track record in establishing systems and processes in this area and coaches teams to align their work with business

goals. For instance, Ed built and grew the conversion rate optimization (CRO) team, focused on increasing conversion rates from website visit to lead capture and ultimately customer conversion. He implemented a strong culture of test-and-learn, and he fully embraces the 'fail fast' mentality, helping to consistently drive for continuous improvement. Ed relentlessly thinks about whether a team's efforts are helping to achieve the highest priority goals. If not, he raises the issue to determine if resources are properly aligned with priorities. This is critical in today's fast-paced and resource-constrained businesses.

### Leadership

As a leader, Ed has been instrumental in guiding cross-functional teams. He has a strong vision and passion for involving and inspiring teams in a no-nonsense manner that drives focus and discipline. He leads by example, has a strong work ethic, and maintains a strong focus on results. One of the most consistent things I heard from his team is how much they appreciated the opportunities and mentorship Ed provided to them. Prior to covid, his office whiteboard was always filled with ideas and collaborative brainstorming sessions. The virtual work world hasn't extinguished that spirit – it's now a virtual whiteboard and the collaboration remains strong on his team.

Another of Ed's greatest strengths is his problem-solving abilities. He's naturally gifted at spotting challenges that are about to arise, analyzing complex situations, and developing creative and pragmatic solutions. When he uncovers a problem, he always presents it with a proposed solution. He has little patience for politics and inefficiencies and excels at keeping the team focused on meeting strategic goals. The engine runs strong and consistent in his area.

In summary, I can easily recommend Ed for opportunities within any Marketing Technology space. His expertise in digital transformation, web performance optimization, leadership, MarTech, lead generation, and problem-solving make him an invaluable asset to any organization. Ed's focus, dedication, and track record of success make him an ideal candidate to drive innovation, optimize marketing technology, build teams, foster data-driven mindsets, and contribute to an organization's growth.

If you have any questions or would like to dive deeper, please do not hesitate to reach out.

Yours sincerely,

*Marcie Baetcke*

Marcie Baetcke  
Ed's former direct supervisor and VP Marketing at APEI