

Marketing, Communications & Storytelling for B2B

- **Leader.** Proven at conceiving and executing marketing and communication strategies and programs, and building high-performance teams, especially across national boundaries.
- **Marketer.** Go to market expert who uses innovation (technologies, processes and people) to grow businesses in the most effective, lowest cost way, to better achieve revenue goals.
- **Communicator.** Writer, speaker, storyteller: gifted at turning message plans and matrices into compelling demand generation, awareness creation and executive communications, and now tinkering with ChatGPT.

EGERTON, LLC (www.Egerton.us)

Principal & Storyteller September 2017 – Present

- Marketing leader, writer, storyteller, and B2B go-to-market expert experienced in brand strategy, content creation, demand generation, and communication. Global experience at Fortune 500s, and with emerging or revitalizing companies. Digital communicator, writer, and presenter gifted at turning information into stories.
- Engagement: repositioning Nuance Printing & Imaging division from document management to document security under the theme: “Documents are your business.” More [here](#) in a paper that I wrote. Nuance was acquired by Kofax in February 2019.
- Other Recent Engagements: launching health care cost sharing programs for a start-up, acquisition and restructuring communications strategy and content for a security technology company, launching a new web presence for a Google partner, and repositioning a vertical SaaS platform (in progress).

SECUREWORKS (A Dell Technologies Company)

Senior Director, Corporate Communications August 2021 – October 2023

- Initially engaged consultatively, then onboarded as an employee, I turned around and led the company’s PR, Executive and Internal Comms teams, and established an Editorial team.
- Competitive Share of Voice for PR was in the low single digits when I began. We rapidly broke through into a sustained mid-teens performance in the first 12 months, engaging Tier 1 media such as The Wall Street Journal, Newsweek, Wired, The Guardian, The Washington Post, The Financial Times, and The Times (London).
- Established a dedicated team that created expert, audience facing copy from raw content provided by product marketing, product management, and threat intelligence teams, as well as providing tactical crisis communication support.
- Aligned executive leadership and their strategies with the employee base through EIC (Executive and Internal Communications) that turned executive whiteboard sessions and Post-It Notes into communication plans and assets.

SNP (Schneider-Neureither Partners SE)

Vice President, Americas Marketing & Global Messaging October 2017 – October 2018

- Initially engaged consultatively, then onboarded as an employee, I built this company’s first message platform, defined the demand generation mix, wrote new asset copy, and led the U.S. marketing team.
- Defined audience, message, value proposition, and communications for the company’s BLUEFIELD™ S/4HANA migration solution for the 50,000+ companies that will migrate to SAP’s new platform.
- Built a demand generation machine for the U.S. market that established closed-loop visibility and built \$15,053,711 in opportunity revenue in six months (as of 9/25).
- Led the company’s \$500K participation in the SAP Sapphire event, generating 1,081 U.S. contact leads, qualifying them to 62 prospect companies, and converting those to 10 opportunities with an unweighted pipeline value (as of 9/25) of \$4.38 million.

RES (acquired by Ivanti)

Vice President, Global Marketing & Communications December 2011 – September 2017

- RES, which provides technology that manages and secures digital workspaces, achieved Gartner “Cool Vendor” recognition in 2015. Responsible for the company’s global Corporate Marketing, Field Marketing and Global Demand Center teams, and developed and led global communications strategy.
- Repositioned the company’s core infrastructure desktop management offering into an endpoint security offering, focused on insider threats to information security. The foundational product, Identity Director, is offered today by Ivanti. More [here](#) in a video that I scripted and produced.
- Rebranded the company to signal a new product positioning, rebuilding the company’s website and implementing new product names, corporate URL and logo.
- Architect and owner of the demand generation engine that powered profitable growth for five years running. Grew Americas pipeline and revenues from less than 5% of revenues in 2012 to 49% in 2016.
- Cost per Lead improved by 40% in 2015 due to increased focus on digital programs, and a further 12% improvement in 2016 due to optimization.
- Expertise at lead conversion analysis led to 42% growth in opportunities influenced by Marketing, and meeting or exceeding inquiry and Sales Accepted Leads goals in Americas and EMEA each quarter.

BAKER EGERTON, Consulting

Principal June 2010 – January 2012

- Through my professional network, and affiliations with a consulting firm (Nytro Marketing) and consulting consortium (BizDev Experts), I developed and executed consulting engagements focused on communications and demand generation. Specific assignments included:
 - o Crafting vertical industry messaging and sales tools for Isilon (a big data offering of Dell EMC)
 - o Developing a global campaign management framework and process, including deployment and training across CSC’s field marketing team, with hands-on campaign execution as proof of concept
 - o Creating content, including white papers and blogs, for RED: a global staffing firm focused on SAP
 - o Delivered a message framework for Colygon, a SharePoint development platform

BENTLEY SYSTEMS

Vice President, Lead Generation April 2008 – June 2010

- Launched campaign management at Bentley, shifting campaign communications from just 6% of total messages to 98% by re-engineering business processes and organizational roles.
- Generated over 40,000 leads annually, with over 95% achieved through online tactics: search engines, e-seminars, email, and third-party web referrals.
- Trackable closed loop revenues from marketing lead origins grew from \$0 to \$5.7 million (on \$45 million in new product revenues) within the first year of closed loop marketing.
- Reduced leads not touched by the Sales teams by 50%, increasing revenues without cost.
- Dropped email unsubscribe rates from a staggeringly high 1.5% to 12%, to consistent performance at 0.2% to 0.35% in a single quarter, saving more than \$200,000 in lost contacts per year.

NEOWARE, Inc. (acquired by Hewlett-Packard)

Integrated Marketing Communications, Desktop Solutions March 2006 – April 2008

- Joined Neoware as VP Marketing Communications: part of a turnaround team under the leadership of the former CEO of SAP America. Neoware was acquired by Hewlett-Packard (HP) in 2007.
- Launched the company’s first mobility product, vaulting Neoware into The New York Times, The Wall Street Journal, Financial Times, and Investor’s Business Daily, generating coverage by leading analysts including Gartner and IDC, and exceeding first half-year revenue targets by 25%.
- Created an account segmentation strategy that defined targets based on potential account value. Marketing-sourced pipeline revenues grew from less than 10% to 32% within three months. Campaign responses as a percentage of contacts increased from 3.5% to 7.6%.

DBM (acquired by Lee Hecht Harrison)

Vice President, Global Marketing

February 2005 – February 2006

□ DBM was acquired by a private equity firm in 2004. Recruited by a new management team charged with diversifying the company into human capital management, I revitalized the company's image with a global re-branding, including a new website that was successfully launched within 90 days.

UNISYS

Director, Worldwide Demand Generation

January 2002 – February 2005

□ Negotiated \$2 million joint marketing agreement with Microsoft for a co-branded campaign that created awareness gains of 13%, 750 pre-qualified prospects, 300 new opportunities, \$12.6 million in opportunity revenue, and \$5.8 million in closed revenue within nine months.

□ Managed advertising for the division, including the "Intel Inside" campaign, generating over \$2 million in advertising credits on media spending of \$2.5 million per year.

IDS SCHEER (acquired by Software AG)

Vice President, Marketing & Strategic Planning

June 1999 – December 2001

□ Led IDS Scheer's reorganization to a vertical market model, including tiered segmentation strategy. Conducted target selection, planning and due diligence for two acquisitions. Managed partner alliances, including SAP America and Netfish.

□ Developed pipeline for the sale of ARIS business process software, increasing the proportion of software revenues from 12% to 20%. Increased revenues from \$5 million in 1999 to \$11 million in 2001.

IBM

Global Integrated Marketing Communications Lead

March 1997 – June 1999

□ Selected as agency review leader for the Global Industries division, driving the selection of Wunderman as partner for the division's \$45 million direct marketing budget.

□ Shifted a direct marketing people-to-program spending ration of 30/70 to 70/30 over two years: a reallocation of \$13.8 million dollars from head cost to direct promotion expense.

□ Redesigned the division's sales collateral process, reduced the number of sales promotion agencies from more than a dozen to six, and certifying each agency under corporate brand identity standards. Spending was reduced by 20% in less than one year, saving \$5 million.

ARTHUR ANDERSEN LLP

Marketing Communications Manager

June 1987 – October 1996

□ Over a long tenure with Andersen, then the world's largest professional services firm, I grew from my beginning as a copywriter and technical writer into a marketing professional and manager.

EDUCATION – UNIVERSITY OF REDLANDS

Bachelor of Arts, Communication, with distinction

Plus, more training and development classes than I can shake a stick at.

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