



With an innate curiosity and an unwavering get-it-done mentality, I bring strategic marketing perspective and thoughtful operational execution to go-to-market efforts for established and emerging companies in smart buildings, energy efficiency, climate tech and sustainability.

EXPERIENCE AND ACCOMPLISHMENTS

2020-2024

VP Marketing and Customer Success

Buildings IOT, smart buildings and energy efficiency SaaS start-up

Reported to CEO and served on senior leadership team

- **VOICE OF CUSTOMER:**

- Documented **customer journey from pre-sales through renewal** and served as primary point of contact for all SaaS customers.
- Defined, developed and **grew Customer Success program** with focus on training, feedback, expansion and retention.
- Created and maintained **technical documentation** in embedded Knowledge Base.
- Partnered with Product Managers to develop **Product Listening Sessions** for direct interaction with customers and sales prospects.

- **LEADERSHIP:**

- Owned **product pricing** and packaging.
- Served as **thought leader and subject matter expert** on smart building innovation in leading publications and industry events.
- Managed and **grew multi-disciplinary team** of onboarding engineers, customer success managers and marketing strategists.
- Defined, iterated and **executed go-to-market strategy** for two SaaS products in partnership with Product Development and Executive Leadership targeting three vertical markets, two user personas

- **PRODUCT MARKETING:**

- Defined **messaging and positioning** for energy efficiency SaaS product.
- Ideated and executed **product launches** with detailed project management plan for message cohesion across channels.
- Defined **lead generation** program and grew top-of-funnel 100% YoY.
- Developed **sales enablement collateral**, conducted **market research**, wrote RFP responses, created and maintained corporate **websites and social media**.

2017-2020

Director of Marketing and Project Management

OTI, building controls and systems integration contractors

Reported to President and served on senior leadership team

- **PROJECT MANAGEMENT:**

- Project Manager for **multi-million dollar construction projects** in healthcare and commercial real estate.
- Coordinated the **integration of 8 disparate systems** at a 500,000 sq. ft. new construction.
- Program Manager for the **smart building program** for a health system with 4 major hospitals.

- **DIGITAL MARKETING:**

- Developed and implemented **digital marketing strategy** contributing to \$10M top-of-funnel pipeline growth.
- Individual contributor responsible for **branding, messaging, positioning and growth**.

- **SALES ENABLEMENT:**

- Developed sales enablement program and wrote project proposals and contract documents, contributing to **\$5M in business won**.

2013-2017

Marketing and E-Commerce Manager,

Controlco, building controls distributor

Reported to President and established company's first marketing program

- **MULTI-TASKING:**

- Developed, managed and implemented simultaneous **content marketing** strategies across digital assets for four distinct brands.

- **BRANDING:**

- Created **brand identity** for subsidiaries and designed, developed and managed more than 5 company websites.

- **DEVELOPMENT:**

- Led development and served as ongoing **manager of e-commerce site** of more than 1,000 commercial building controls products.

EDUCATION

Loyola University Chicago
BA in Advertising and PR
Minor in Marketing
Magna Cum Laude
Co-founder of Advertising Club
Member PRSSA

TOP FIVE SKILLS

1. Writing
2. Active, empathetic listening
3. "Get it done" mentality
4. Player/coach multi-tasking
5. Curiosity, courage to ask questions

THOUGHT LEADERSHIP

Watts Smart Building Summit
2024
Keynote

USGBC Smart Building
Summit 2023
The Keys to Smart Buildings

Forbes
Featured interview

MEMBERSHIPS

WRISE San Diego Chapter
Secretary Co-Chair

USGBC CA
Building Decarbonization Committee