



# John Drinane

Marketing Executive

Loveland Colorado, USA  
Phone: Upon Request  
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## SUMMARY

Senior executive and seasoned sales and marketing professional with 15+ years of leadership experience driving business growth across startups and enterprise organizations.

Demonstrated track record of scaling teams and operations taking two startups through acquisition and record growth in his current role. Expert in combining marketing proficiency with strategic business acumen, to leverage technology like custom built app or mainstream CRM to give his team the tools to achieve results.

Doesn't shy away from challenges like learning a second language to achieve success or building something new to achieve growth

## Volunteer Work

### BOARD TREASURER

(2022 - Present)

### BOARD CHAIR

(2019 - 2022)

CANINE PARTNERS OF THE ROCKIES

Aurora, CO

## REFERENCES

### Terri Thornton

(Board Chair – Canine Partners of the Rockies)  
(970) 612-6076

### Marcos Machuca

(Director of Corporate Sales - Flash)  
(+55) 11 99618-4002

## EXPERIENCE

### VICE PRESIDENT REVENUE OPERATIONS

(2019 - Present)

INSTRUMENTAL GROUP - Golden, Colorado

Strategic leader of a team of 15. Created and implemented KPIs and developed new service offerings that establish growth-focused solutions for enterprise clients. Combine technical expertise with business strategy to accelerate revenue growth through data-driven decision making.

Major accomplishments:

- Sales Enablement Manager to Vice President role in ~2 years.
- Lead YoY growth of 43% with \$3.5M in serviced revenue in 2024
- Developed a departmental leadership team to drive success
- Responsible several HubSpot Agency Accreditations and Impact Awards

### CO-FOUNDER/CMO

(2016 - 2019)

FOLHACERTA- Sao Paulo, Brazil

Implemented successful marketing and sales strategies that attracted Brazilian enterprise companies while building an integrated customer success framework across marketing, sales, product development, and support functions.

Major accomplishments:

- Selected by Bradesco Bank's "InovaBra" innovation program
- Company acquired by Flash – Partner Exit

### MARKETING DIRECTOR

(2013 - 2016)

MUTTUO AGENCY Sao Paulo, Brazil

### MARKETING DIRECTOR

(2008 - 2011)

WHALEBACK Enfield, NH

### CO-FOUNDER

(2011 - 2013)

TAXI AQUI Sao Paulo, Brazil

### SALES REPRESENTATIVE

(2007 - 2008)

SQUAW VALLEY Truckee, CA

## EDUCATION

### MBA

(2011-2012)

FIA – Sao Paulo, Brazil

### BACHELORS OF SCIENCE

(2003-2007)

CHAMPLAIN COLLEGE – Burlington, VT

## SKILLS

Leadership

Analytic platforms

Client Consulting

Budgeting/Finance

REST API

Cross Functional  
Management

Account Management

CRM – Salesforce/HubSpot

Marketing/Advertising