

Marketing Strategist | Pattern Recognizer | Brand Builder

Summary & Core Competencies

Twenty-plus years building marketing functions, repositioning brands, and driving revenue growth for EdTech and B2B SaaS organizations at moments of change. Deep expertise translating complex product value into market-moving stories, whether that means taking a company through a NASDAQ IPO, unifying four acquired brands into one, or shifting a sales organization from awareness metrics to actual pipeline. Equally comfortable in the boardroom and in the weeds. Career highlights include:

- Unified four acquired companies under single global brand while driving 426% pipeline growth (HireRoad)
- B2B marketing hire #1: built function from ground up, scaled from \$3.45M to \$78M revenue and NASDAQ IPO (Rosetta Stone)
- Repositioned regional niche publisher to national boutique, differentiating against big-box competitors (Inquiry By Design)
- Led marketing through leadership transition, stabilized team (100% retention), identified and fixed critical funnel gaps (Xello)
- Shifted org from engagement to pipeline focus: 28% lift, 45% MQL growth, 139% topline growth, flat spend (Apex Learning)
- Speaker, Growing in Content 2026: *"If Your Content Doesn't Work as Audio, Your Content Doesn't Work"*

Brand strategy and positioning | Authentic storytelling | GTM strategy | Demand generation | Full-funnel marketing | Product marketing | Content strategy | AI-integrated marketing | Team building | Board communications | M&A integration | Crisis leadership | Revenue operations

Professional Experience

Fractional CMO & Strategic Advisor

2023 - Present

Strategic engagements focused on positioning, GTM strategy, brand development, and revenue operations for mission-driven organizations in transition or growth. Engagements include:

- **Inquiry By Design:** Repositioned equity-focused K-12 literacy curriculum brand to reflect research basis, revamped go-to-market, and launched new website and SEO strategy
- **Xello:** Interim CMO role during leadership transition, stabilized team (100% retention), identified and fixed critical funnel gaps
- **Franklin Skills:** Repositioned from apprenticeships to enterprise skills training, expanding the total addressable market (TAM)

HireRoad | VP Global Marketing & Country Head

2021-2023

Rebuilt 25-year-old PE-backed HR software company (2023 HR Tech Software of the Year). Global operations across Canada, US, UK, and Australia. Led team of 21; member of executive leadership team reporting to CEO.

- Unified 4 acquired companies under single brand and new category, driving 426% pipeline growth
- Migrated four separate websites into a single global site with zero SEO loss, and integrated four separate social presences into one unified brand with 223% follower growth
- Earned HR Tech Software of the Year and Fosway 9-Grid placement in first year of analyst relations program
- Secured coverage in Forbes, Fortune, SHRM, and HR Brew
- Crafted board communications related to integration, repositioning, and rebranding; presented quarterly updates to board and investors
- 94% customer retention and 23% expansion revenue through revised GTM strategy

Apex Learning (now Edmentum) | Sr. Director Marketing (Interim VP), **2018-2021**
Online learning platform serving 5M+ K-12 students annually in US public school districts. Led team of 14.

- Led brand refresh elevating storytelling from clinical product messaging to human impact narratives, leading with student and teacher outcomes to reflect research results that were genuinely exceptional but being undersold
- Shifted marketing from awareness to full-funnel demand generation: 28% engagement lift, 45% MQL growth, 139% topline revenue growth, flat spend
- COVID pivot: revamped website, collateral, and professional development programs in 30 days: 5x product usage, 72% revenue growth
- Grew new logos 18% and upsells 28% in first year through integrated campaigns and sales enablement

Xello | VP Brand & Marketing **2014-2018**
EdTech platform serving 20,000+ schools across North America and UK. Led brand strategy and 4-person team; member of executive leadership team.

- Repositioned from "career planning" to "future readiness," anticipating market shift and expanding TAM
- Secured 37 new district acquisitions and 25%+ YoY ARR growth through comprehensive rebrand
- Established strategic partnership with national industry association to drive category awareness
- Implemented MarTech stack (Marketo and Salesforce), accelerating product launches and integrated campaigns

The Mackison Group | Founder & Principal **2011-2014**
Marketing consultancy serving B2B SaaS and EdTech clients.

- Supported Parature (acquired by Microsoft) on annual sales kickoff for multiple years
- Early consulting with Xello (then Career Cruising) led to a full-time role building marketing from the ground up
- Re-engaged by Rosetta Stone post-tenure to lead a district-level upleveling strategy targeting superintendents and boards of trustees, supporting larger district deals

Rosetta Stone | Global Director, Enterprise & Education Marketing **2006-2011**
Disruptive language learning software solutions provider with global operations. First B2B marketing hire. Built a global team from 1 to 32. Contributed to NASDAQ IPO.

- Grew institutional revenue from \$3.45M to \$78M; average order value 750%+; and improved channel performance from 8% to 22% of business
- Streamlined events from 150+ to 36 high-impact ones, freeing spend for higher-performing channels
- Won Circle of Excellence award every year, consistently exceeding profitability and quota targets

Leadership, Community, & Education

Adaptive Leadership: Navigating progressive vision loss (Stargardt disease) has deepened pattern recognition, problem-solving under uncertainty, and a visceral understanding of operating in systems not designed for you.

Team Development: Nearly two dozen early-career marketers now run their own teams, functions, or companies.

Community: Companion and ally to individuals living with vision loss (CNIB), Hospice Toronto care companion, former Red Cross regional board member leading crisis communications during natural disasters.

MBA, East Carolina University | BA English & Linguistics, UNC Greensboro
Continuing Education: Media Training, Strategic Selling, HubSpot, Google Analytics, AI Applications