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EDUCATION

THE UNIVERSITY OF TEXAS AT AUSTIN, McCombs School of Business, Austin, Texas

May 2016

Master of Business Administration, Dallas Program

THE UNIVERSITY OF TEXAS AT AUSTIN, College of Natural Sciences, Austin, Texas

Bachelor of Science, Textile and Apparel Design

EXPERIENCE

ABC Fitness Solutions, Dallas, Texas

January 2020 – Present

ABC Fitness Solutions is a Thoma Bravo portfolio company serving over 31 million members and processes over \$8.2B in payments annually for 24,000 clubs in over 80 countries.

Senior Director, Programs Marketing (March 2022 – Present)

Assume leadership of an increased 2x pipeline responsibility for a \$13M target across 4 product lines and 5 sales teams with a team of 5 marketers while accountable for a \$2M annual budget. Develop long-range marketing plans, formulate global marketing strategy, and collaborate with operations to ensure cohesive reporting approach. Report to the CMO.

- Instituted a new marketing forecast model and biweekly reporting framework, hitting 100% of marketing forecast quarter over quarter, presented to the CEO, CRO and CMO.
- Restructured roles and responsibilities of a team of 5 people to be channel-focused, optimizing channels to double CTR rate and increase conversion rate by 10%.
- Increased headcount by 2 people to establish an ABM program that drove \$2.7M in bookings in its second quarter.

Director, Programs Marketing (January 2020 – March 2022)

Hold 2x pipeline responsibility for a \$5.5M bookings target across 3 product lines and 4 sales teams with a limited team of 3 marketers. Lead strategic planning process, support all acquisitions and growth strategies, oversee marketing organization budget and direct GTM alignment.

- Recruited the company's first world-class marketing team that pioneered new lead channels for ABC, including but not limited to content creation, email marketing, webinars, trade publications, paid search and SEM leading them to hit 101% of pipeline target and 166% of bookings target.
- Established a reporting structure in partnership with RevOps leadership to monitor CPA and CPL, resulting in reduced CPA by 75% year over year.
- Led team to execute website rebranding and optimization effort to establish inbound as the number one pipeline driver, increasing organic traffic by 17% year over year and account for 40% of pipeline.

KIBO COMMERCE, Dallas, Texas

May 2019 – Dec 2019

Kibo Commerce is a Vista Private Equity portfolio company that provides enterprise cloud commerce and personalization solutions to mid-market and enterprise B2C and B2B organizations.

Senior Marketing Programs Manager

Managed execution of marketing programs to achieve 132% of our marketing originated bookings goal for 2019 by leading Digital Marketing, Partner Marketing, Events, Demand Generation and Client Programs for 2 products and 3 direct reports.

- Implemented a revised project management structure in Wrike, allowing our team to double our output with the same amount of resources, accomplishing a 175% and 115% increase in MQLs and SQLs, respectively, half over half.
- Executed a website relaunch, working with executive leadership and 3 cross-functional teams, of nearly 60 pages in under two months, accomplishing an organic increase of 40%, an MQL>SQL rate of 23% for the channel and an additional 6 opportunities and 250K in pipeline, quarter over quarter.
- Received buy-in and implemented a 2H19 marketing programs plan, including demand generation, digital, client programs and account-based marketing and initiated marketing's program reporting. New plan and reporting cadence resulted in 3 revised processes to improve marketing qualification and attribution in Salesforce, raising our MQL>SQL rate from 5% to 7%.

BIRDEYE, INC., Dallas, Texas

August 2018 – May 2019

BirdEye, Inc is a Series B funded, subscription-based SaaS start up that was founded in 2012, and is currently the leading online review generation and reputation management platform serving over 50,000 customers.

Senior Marketing Manager

Joined BirdEye, Inc. as the third member of the newly formed marketing team to lay the foundation for Demand Generation and grow a scalable, organic, non-paid lead engine that would prepare us for Series C funding.

- Developed BirdEye's first nurture email and webinar plan that generated over \$1.5M in pipeline & \$154K in bookings.
- Established the infrastructure to utilize email as a lead source, growing it to account for 18% of inbound leads while subsequently reducing the percent of paid leads from 62% to 35%.
- Presented a closed loop marketing and campaign attribution model to Director and VP levels that resulted in implementing routing improvements and campaign object utilization that captured over 1000 misrouted leads and 105 unattributed opportunities per month, on average.

ACTIVE NETWORK, Dallas, Texas

2015 – August 2018

ACTIVE Network is the leading global marketplace for activities and events, powering nearly 100 million registrations and more than \$3B payments worldwide.

Global Marketing Manager, Endurance and Team Sports (February 2018 – August 2018)

Managed Product Marketing, Demand Generation and Account-Based Marketing across 5 verticals, 8 products, 10 sales teams and a team of 2 people to support \$100M in annual revenue. Lead strategic initiative to drive 40% gross margins post-acquisition of Global Payments (NYSE: GPN) by implementing Account-Based Marketing to accelerate deals ranging from \$100K-\$300K+.

- Managed Product Marketing, Demand Generation and Account-Based Marketing across 5 verticals, 8 products and supported 10 sales teams with a team of 3 people to exceed quarterly marketing owned bookings by 128%.
- Lead a strategic initiative to implement Account-Based Marketing by guiding a team of 10 cross-functional team members to enrich and scrub over 250 accounts in Salesforce on a compressed timeline from 3 quarters to 3 weeks.
- Presented in-depth analysis and status updates on a weekly basis to executive leadership, highlighting results of our accelerated Account-Based Marketing program that achieved 80% engagement rates and 20% conversion rates.
- Oversaw the execution of 6 strategic partnerships including, but not limited to tradeshow, media briefings and market research building over \$800K in pipeline.

Associate Marketing Manager, Youth & Education, Market Owner (February 2017-February 2018)

Grew ACTIVE's core business in the Youth & Education market globally to support quadrupling growth under Vista Private Equity Partners. Drove program and product marketing for 2 products and 4 sales teams with one direct report in a vertical that generates \$30M annually.

- Planned and executed a go-to-market strategy that supported a new name sales team of 50 individuals by generating 10,992 marketing qualified leads (a 4% increase year-over-year) that drove 74% of the \$6M in new business.
- Accelerated the sales funnel through the creation of over 86 sales enablement pieces including competitive tools, asset development and sales communication. Efforts resulted in a 12% increase in opportunity/won rate from 25% to 28%.
- Influenced the product roadmap and developed go-to-market plans for 7 Tier 2 launches and one Tier 1 launch to accelerate \$380K in pipeline and \$40K in closed won bookings.

Early marketing positions at ACTIVE Network

- **Associate Marketing Manager, Team Sports (June 2016-February 2017)**
- **Digital Marketing Strategist (2015 – June 2016)**

CLIENTS FIRST BUSINESS SOLUTIONS, Arlington, Texas

2012 - 2015

Clients First provides Enterprise Resource Planning Solutions to industrial firms with annual revenues ranging from 250 million to 5 million. CFBS is a national organization with 100 employees nationwide.

Marketing Manager

Formulated overall marketing plan to support strategic deals ranging between \$50K and \$1M, responsible for redesigning and launching two website domains and implemented the company's first Marketing Automation System. Reported to the Managing Director.

ADDITIONAL

- Club Excellence Winner, 2021
- Presidents Club Award Winner, 2017
- Sirius Decisions Portfolio Marketing and Account Based Marketing Certifications, 2017-2018
- Competencies: Product Marketing, Demand Generation, Digital Marketing, Account-Based Marketing, Project Management, Marketing Operations, Video Production, Graphic Design, HTML, CSS
- **Work Eligibility:** Eligible to work in the United States with no restrictions