

CHRISTINE PEARSALL

High-Growth B2B Marketing Executive / High Tech, SaaS, Software, FinTech



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MARTECH COMPETENCE

Salesforce

- Dreamforce 2015 SMB VIP
- Lead Lifecycle Management
- Lead Assignment Automation
- Lead Account Matching & Routing (LeanData, Full Circle Insights)
- Lead Enrichment (InsideView, Clearbit)
- Campaign Hierarchy Management
- Account Hierarchy Management
- Marketing Attribution/Campaign Performance Metrics (Custom SFDC)
- Sales Territory Management
- Sales Forecasting
- Order Routing (Segment, Zapier)
- Pipeline Source of Change Analysis (Custom SFDC)
- Competitor Repository (Custom SFDC Object)
- Sales & Marketing Metrics Dashboards & Reports
- Notifications (SFDC, Slack, Troops)
- Data Cleansing (Cloudingo)

Marketing Automation

- Multi-Channel Campaign Management (Pardot, HubSpot, SFDC)
- Email Campaigns (Pardot, HubSpot, ExactTarget, MailChimp)
- Lead Nurture Campaigns (Pardot, HubSpot, ExactTarget)
- Lead & Account Scoring (Pardot, HubSpot)
- Marketing Performance Metrics (Pardot, SFDC, HubSpot, InsightSquared)
- Lead Capture Forms/Landing Pages (Pardot, HubSpot, WordPress)

Digital and Social

- Social Media Management (Pardot, HubSpot)

SUMMARY

Global B2B Marketing leader offering 10+ years of experience driving high-growth initiatives, technology implementations and marketing strategies into bottom-line demand generation, sales, revenue and account growth.

Track record of rapid deployment and adoption of leading-edge technology and business solutions for marketing, inside sales and sales teams. Thought leader in the fine art and science of Salesforce and marketing automation platform integration, and the operational processes, data cleansing and enrichment necessary for end-to-end full funnel automation and reporting optimization.

Adept in leading teams, supporting field marketing, written communication and managing budgets. Highly analytical executive-level Marketing-Sales alignment evangelist, metrics tracking maven and international Go-to-Market strategist. A collaborative, cross-departmental team player, expert in crafting multi-channel ABM campaigns and strategic content for customer, partner and prospect audience engagement.

MARKETING SKILLS

Account-based Marketing	Lead Generation	Predictive Analytics
B2B Marketing	Digital Marketing	Product Marketing
Campaign Management	Event Management	Content Marketing
Channel Management	Go-to-Market Strategy	SEO/SEM Management

WORK HISTORY

2016 - 2019 Senior Director, Marketing & Sales Operations
[Tempo Automation, San Francisco, CA](#)

First marketing hire for a rapidly growing, industry-disruptive startup. During tenure, the company experienced 10X revenue growth. Key contributor for a \$20M Series-B fundraise in 2017. Integral stakeholder to the strategic development and execution of a corporate brand identity refresh which expanded brand awareness, dramatically shifting Tempo's client base from startups to enterprise accounts. Managed a team that included a Product Marketing Manager, a Digital Marketing Consultant, a content agency and a freelance technical writer.

Worked closely with sales to develop multi-channel lead generation strategies, marketing campaigns, content development, and an aggressive editorial calendar: Google AdWords, LinkedIn Sponsored Content, digital display, corporate communications, trade shows, webinars, print advertising, email marketing, website, content, case studies, blog posts, and ebooks.

2018 Performance Highlights

- Grew Aerospace vertical to 33% of revenue; 3 of the world's top 10 aerospace companies added to the customer list.
- Expanded Medical Devices vertical to 22% of revenue; 3 of the world's top 10 medical devices companies added as customers.
- 400%+ Organic Search traffic growth per Google Analytics; surpassed the closest competitor.
- Events Managed: 9 trade shows, 3 webinars, 1 factory launch party, 1 customer advisory board meeting.
- Successful Pardot implementation (migration from HubSpot).
- Roll out of a new, re-branded WordPress website.
- Major ABM email campaign: 3 target verticals, 600 target accounts; 9,000 leads generated.
- Content initiative: 5 case studies, 2 ebooks, 1 white paper, 3 blogging posts per week.

2015 - 2016 Vice President, Marketing Operations
[Hiperos, an Opus Global Company, Palo Alto, CA](#)

Member of Doug Bergeron's (CEO, former Verifone CEO) management team tasked to establish a best practice Marketing operation to support aggressive top line growth. Responsible for marketing and sales operations and technology support for an organization consisting of 14 salespeople, 4 SDRs, and 6 marketers. The following goals were achieved YO 2015:

- Lead Enrichment, Matching & Routing
- Predictive Analytics for Account Ranking
- Website Personalization
- Pipeline & Sales Metrics Automation
- Partner Performance
- SDR Call Metrics & Automation

Increase in MQL Lead Pool **315%**

Increase in Inside Sales daily call volumes **375%**

Increase in Sales Pipeline **154%**

- Website Design/CMS (WordPress, HubSpot)
- SEM/SEO (Yoast, Moz, SEMRush)
- Website Interactive (Unbounce, FormContent7, Pardot, HubSpot, SumoMe)
- Pay-per-Click (PPC) Campaigns (Google AdWords)
- Sponsored Content Campaigns (LinkedIn, Facebook)
- Website Visitor Retargeting (Google Retargeting, AdRoll, Kwanzoo)
- Digital Performance (Google Analytics, SEMRush, RavenTools)
- Account-Based Website Personalization (Marketo RTP)
- Account-Based Retargeting (Marketo RTP)
- Blog Management (Hubspot, WordPress, FeedOtter)

Inside Sales Enablement

- Autodialer/Call automation (insidesales.com)
- Call List Building (insidesales.com, Neuralytics/SalesPredict)
- Lead Scoring (Pardot, HubSpot)
- Lead Propensity to Buy Ranking (SalesPredict, FlipTop)
- Lead matching by Company (LeanData)
- Automated MQL/SQL Routing (custom SFDC)
- Persona Lead List Builder (ZoomInfo, LinkedIn Sales Navigator)
- Call/MQL/SQL Metrics (insidesales.com, custom SFDC, InsightSquared)

Sales Enablement

- Lead Account Matching (LeanData, Full CircleInsights MatchMaker)
- Lead Bulk Conversions (LeanData)
- Lead Org Charts (Custom SFDC)
- SQL Queues (Custom SFDC)
- Target Account Alerts (InsideView)
- Account Scoring (Custom SFDC)
- Opportunity Ranking (Propensity to Buy) (SalesPredict, FlipTop)
- Opportunity Stage Achievement Scoring (Custom SFDC)
- Competitor Win/Loss Repository (SFDC Custom Object)
- Partner Relationship Value (Custom SFDC)
- Pipeline Management (InsightSquared)
- Sales Performance Dashboards (SFDC, InsightSquared)

Event Management

- Conference Management (Boomset, Linvio Events, SFDC)
- Webinar Management (GoToWebinar, Zoom, ON24)
- Mobile Conference Promotion/User Experience (DoubleDutch)
- Multi-media Attendee Surveys (GetFeedback, Survey Monkey)
- Event Performance Metrics (SFDC Campaigns)

2010 - 2015

Director, Marketing Operations (2014-2015)

[Calypso Technology, Inc., San Francisco, CA](#)

Responsible for the execution of a successful Marketing transformation initiative. Single-handedly implemented Salesforce, ExactTarget and Pardot for multi-channel Marketing Automation and Inside Sales management from scratch to meet high-growth lead generation, MQL, SQL, and pipeline contribution goals.

Launched new Treasury software solution, targeting untapped LATAM, Eastern Europe, Middle-Eastern markets. Identified target accounts, contacts, and managed email, event and webinar campaigns for automated lead generation and scoring for inside sales.

2014 Accomplishments

# Email/Digital/Webinar/Event Campaigns	63
# Leads Generated	20,000+
# Accounts Created	8,500+
Total Sales Pipeline Add	\$116M

Director, Calypso University (2010-2013)

Formed and led a team of instructional designers, trainers and IT support to create an online and classroom training offering for Calypso clients, partners and staff education and on-boarding. The Calypso University course catalog included learning units covering the full-breadth of Calypso's front-, middle-, and back-office Capital Markets capabilities.

Training media used included a Learning Management System (LMS), eBooks, videos, quizzes, certification exams, surveys and a virtual machine training lab (on Skytap) for hands-on Calypso exercises.

2003 - 2008

Vice President, Marketing and Sales Support

[Fiserv, Inc. \(Summit Information Systems\), Corvallis, OR](#)

Created the parent investment proposal, go-to-market strategy, and planning for Fiserv Acumen, a new generation web-based, Blade Server-deployed core banking platform. Led highly skilled marketing team to design, produce, and manage annual client conference, sales collateral, Website content, press releases, analyst relationships, trade show calendar, branding, advertising, promotional campaigns, newsletters, executive/client/internal communications, presentations, and corporate events.

Managed professional sales support team responsible for RFPs, product demos, system trials and all pipeline support activities of an international sales and account management team for Fiserv core banking and financial services technology solutions.

1991 - 2000

Vice President Sales ASEAN, Singapore (1995-2000)

[SunGard Trading & Risk Systems, SunGard Data Systems](#)

Opened new markets for risk, trading and back-office solutions targeting Asia-based banks in Thailand, Philippines, and India. Initiated partnerships for joint proposals, implementations and custom solutions with IBM, Andersen Consulting and regional consulting firms. Generated new business opportunities ranging from US\$750K to US\$10M in contract value.

Set up successful Singapore office and business infrastructure within corporate budget and time expectations. Revenue responsibility of US\$6M annually. Managed key implementations and accounts including DBS Bank, Government of Singapore Investment Corporation (GIC), Citibank Singapore/Kuala Lumpur, Standard Chartered and ABN-AMRO Singapore.

Managing Consultant (London & Frankfurt, 1991-1995)

Managed Europe-based key account FX/MM/derivatives/fixed income front- and back-office projects for SunGard's professional services group. Accounts included Citibank London/Amsterdam, Deutsche Bank Frankfurt, Dresdner Bank Frankfurt, CSFP London, UBS London, and ABN-AMRO Amsterdam.

EDUCATION

Bachelor's Degree (B.A.), Business Administration, Finance

[Seattle Pacific University, Seattle, WA](#)

School of Business, Government and Economics.