



# GROWTH CONSULTANT

## Profile



Presented By:

Bob Clary



My Website

BOBCLARY.COM





# AI Marketing Innovator. Digital Campaign Strategist. NYS EMT & Community First Responder. Family Man.

For over two decades, I've been creating and managing high-performance digital campaigns for clients across industries. As an AI marketing innovator, I test cutting-edge marketing tools and automation platforms to stay ahead of the curve. When I'm not optimizing campaigns, I serve my community as a New York State certified EMT with the Clay Fire Department.





# FOCUS AREAS



## AI-Powered Campaigns

Implementing machine learning-driven B2B campaigns that identify and engage ideal prospects with 83% higher conversion rates than traditional methods.



## Growth Intelligence Systems

Developing comprehensive AI marketing strategies that combine human expertise with automated insights for sustainable, scalable growth.



## Family-First Consulting

Working exclusively with companies that share my values: putting family first while building innovative, ethical marketing systems.



## AI Tool Testing & Certification

Continuously evaluating and certifying on the latest AI marketing tools - from GPT-4 applications to predictive analytics platforms.



## Travel Marketing Expertise

Specializing in family travel and adventure marketing, combining my passion for exploration with strategic B2B growth tactics.

# BACKGROUND



- 15+ years of hands-on client digital campaign management
- Deep expertise in AI marketing tool testing and implementation
- Proven track record helping tech companies scale (Inc. 5000 winners)
- Marketing automation system development and deployment
- Demand generation and lead nurturing strategies
- NYS EMT certification and active community emergency response

I'm always exploring new AI tools, testing campaign strategies, and finding ways to blend technology with human-centered marketing. Let's connect if you're interested in AI marketing innovation, digital campaign strategy, or just want to talk about building something meaningful.

 Syracuse, New York

 NYS Certified EMT | Clay Fire Department

 AI Marketing Tool Tester

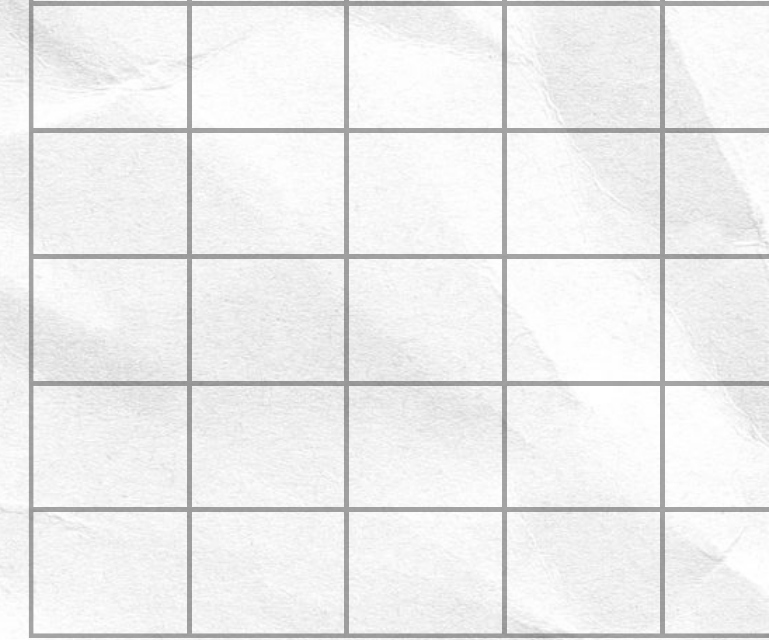
 Family First







# HIGHLIGHTS



- Created and implemented successful B2B marketing and outreach strategies, driving pipeline growth and overall sales, resulting in three companies being named on the Inc. 5000 list.
- Delivered personalized outreach coupled with high-value-driven content and messaging to connect B2B companies with thousands of ideal customers while providing consistent guidance and implementing technical marketing programs.
- Effectively connected clients by getting high-quality, optimized content the moment the company's prospects are looking for a need.
- Undertook 25 professional training and e-learning programs at multiple on-site and online organizations between 2002-2025.
- Recently featured in more than 45 large publications including, and not limited to: Forbes, CloserIQ, InvoiceBerry, HuffPost, Infusionsoft, Eureka, CMS WiRE, sharethis, Wonolo, Vonigo, NGO Data, and Information/Age.
- Certified partner of HubSpot, Meta, and Google, adept at forming win-win partnerships in the B2B marketing industry by developing scenarios where partners both thrive in a competitive landscape.



# RECENT SUCCESSES

DEV  
REA ▶ Y

**452%** three-year growth

**Strategies  
secured Inc.  
5000 award.**

After two years of driving leads through a patent-pending B2B/SDR process, growth tripled and the team got on the Inc 5000 list twice, Inc Regionals twice, and won Colorado Companies to Watch in 2023.

**Develop**Intelligence  
A PLURALSIGHT COMPANY

**130%** YoY growth

**Fast growth  
resulting in  
acquisition.**

4+ years of driving leads and client growth strategies through a comprehensive SDR process with a world class team of SDR experts. Growth also resulted in Inc 5000 Hall of Fame, Colorado Fast 50 and Mercury 100 list.

**MMG**  
MOONEY MARKETING GROUP

**300M** overall impressions

**Lead gen  
campaign  
growth.**

Helped manage a digital team create, setup, and launch various digital campaigns for small and large clients throughout New York State. Beyond impressions, helped drive big increases in multiple client's lead volume.



## CASE STUDY #1

# FROM GROWTH TO ACQUISITION

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**Develop**Intelligence  
A PLURALSIGHT COMPANY



In my six-year tenure at DevelopIntelligence (DI), I created and implemented an overall B2B marketing strategy to grow 20%+ YOY, implemented organic campaigns to drive 20% YOY traffic growth, and designed and implemented an internal remote SDR team driving MQL growth consistently 130%+ YOY growth. This system helped DI get acquired by Pluralsight.

## Key Tactics

- SDR team creation
- Sales enablement
- Industry partnerships
- SEO outreach/strategies

## Contact

For a personal reference, you can contact Kelby:

**720.935.4555**

**kelby@aoaholdings.com**

“ You know when you spot the hidden gem - the rockstar that will help you get to the next level? Well - that's Bob Clary. When Bob joined us, we were struggling to get beyond single-digit YoY growth. During Bob's tenure at DI, and his work leading our marketing strategy and lead generation teams, we experienced 30% annualized growth for 4 years. Beyond that, Bob truly works with the partner and business owner mindset and is an amazing asset to building company culture. **I would highly recommend Bob if you're looking for someone to bring the growth engine to you!** ”



**Kelby Zorgrdager**

CEO, DevelopIntelligence





In working with DevReady, I created and implemented an overall B2B marketing strategy to drive 25%+ YOY traffic growth and designed and implemented an internal remote SDR team driving consistent MQL growth. This growth helped attract numerous global business awards including Inc. 5000 multiple times.

## Key Tactics

- SDR strategies
- Sales enablement
- StoryBrand integration
- Hubspot automation and scoring
- Google Ads / Meta ads

## Contact

For a personal reference, you can contact Mike:

**303.941.1658**

**mike.shrader@devready.io**

“

Bob is a great growth asset. I've worked with him in a consultant capacity and then as a full-time team member over the past five years. When he came on board full-time, he joined our team leadership team. He has always been focused on growth projects and team cohesiveness. He was instrumental in getting us to the Inc 5000 list twice, Inc Regionals list and the Colorado Companies to Watch list this past year. **His leadership skills and knack for drawing in key team members' relationships and engagement have been a big part of our success.** I have the highest recommendation for Bob and his overall growth mindset and strategic direction for tech companies.



**Mike Shrader**

CEO, DevReady



# PERSONAL NOTE

A quick note on my personal life. I grew up in Syracuse, New York, and still live close to my childhood home. My wife and I have been married for 19 years and have three active kids - Jack (19), Stella (16), and Walker (13). When I'm not working or driving to kid's activities, we love to travel together and create new experiences.





## TESTIMONIALS

WWW.BOBCLARY.COM

Grow.



**Brett Schklar**  
CEO at Grow Powerful

**There are not enough people who understand the mechanics of marketing like Bob does.** Bob understands how to take all these different types of marketing technologies that are out there and quickly deploy them in a productive way to drive demand with ease. Bob will jump in, design out a program, and do whatever it takes to make sure it creates demand and supports the business strategy at hand.



**Mitch Blake**  
VP, Talent Acquisitions at DevReady

Up early, Bob is always making a true impact before everyone else gets to work. That's who Bob is! He is a marketing guru who thinks differently than the rest. **His analytical decision-making coupled with his prowess for strategic marketing results warrants him a seat at anyone's table.** Don't overlook this leader



**Dave Dunn**  
CEO at Webucator

Bob is a terrific team member and person. He is smart, creative, hard-working, and fun to work with. **He gives 110% to everything he does, routinely makes difficult tasks seem effortless and brings out the best in everyone he works with.** He is a fast and self-directed learner who is always looking for new ways to do things and constructively shares his ideas with others. No company will ever regret hiring Bob.







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*One final note.* Over the past two decades, I've been lucky to work with some of the fastest-growing companies in the country. And I'm proud to say my marketing systems have supported a **place on the Inc. 5000 list 14 different times!**

Portfolio by:

**BOB CLARY**





# LET'S CHAT

Let's chat about ways my AI marketing systems can help your team **double your pipeline** in 2026.



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