

# Muzafar Chaudhry

## Revenue Marketing Director

A full-stack marketing leader with **17+ years** of experience in driving revenue for ambitious businesses. My career spans marketing consulting for F500 clients agency-side for a decade before transitioning to enterprise marketing and GTM strategy. I have built sales and marketing departments from the ground up with **complete oversight** of all strategy and technologies involved. I apply macro **strategic thinking** with a granular, **tactical capability** to achieve exponential and consistent **revenue growth**. My expertise spans demand and lead generation, trade and field marketing, sales enablement, events, PR, ABM, partner marketing, data science, GTM Engineering, SEO and RevOps. I am adaptable and believe a way forward exists to meet objectives no matter the obstacles.

✉ muz@mi5.agency

📍 London, Glasgow, United Kingdom

🌐 linkedin.com/in/muzzya

☎ +447840388525

📄 mi5.agency

✂ @muzzythinks

## WORK EXPERIENCE

### GTM Engineering - ABM / Enterprise Marketing Intelligence 5

03/2022 - Present

\$50M SaaS in the HR Tech sector.

#### Achievements/Tasks

- Built new GTM Growth teams unifying sales & marketing around new ABM strategy with aggressive growth targets.
- Developed custom growth engines with programmatic, real-time ICP targeting, omni-channel paid media distribution and intelligent cold outbound to relevant personas.
- Build and managed SDR teams for 1:1 prospecting and calling.
- Worked with product and design to develop content, messaging and assets to feed client growth engines.
- Built databases for metrics and developed real-time exec and team-level dashboards for real-time reporting.
- Developed custom signals engine to power customer expansion, past champions, promotions, new acquisition and technology stack-based plays at scale.
- **1393** Opportunities generated through ABM programs alone.
- Consistently exceeded client quarterly revenue targets by over **40%** from deployed GTM engines.
- Consulted on unified GTM strategy from TAM tracking to programmatic advertising, outreach and plays.

### Demand Generation & ABM Consulting (Contract)

Nightfall.ai

08/2024 - 11/2024

Series B \$35M SaaS in the cybersecurity sector.

#### Achievements/Tasks

- Deployed new GTM strategy focused on enterprise acquisition, demand generation, ABM with sales-alignment.
- Deployed new routing, distribution, targeting, measurement and attribution instrumentation through GTM Engineering.
- Updated brand messaging and overhauled paid media, customer marketing and cold outbound.
- Strategy execution and technology deployment resulted in **11** new enterprise opportunities in this contract tenure with **\$430K** in revenue.

## SKILLS

Demand Generation Programmatic Advertising

Account Based Marketing Data Science

Growth Marketing Leadership

Advanced Analytics Advanced Automation

Practical AI Sales Leadership RevOps

## EDUCATION

### Postgraduate Diploma Digital Marketing Digital Marketing Institute

## SUPPORTED CAUSES

Cancer Research UK

Water Aid

## VOLUNTEER EXPERIENCE

### Fundraiser

Cancer Research UK

#### Tasks/Achievements

- Raised money for Cancer Research UK across multiple events by selling tickets for stand up comedy and performing comedy routines on stage.

## PROJECTS

Teramind - New BPO Use-case (04/2024 - 06/2024)

- Developed value proposition and campaign for new BPO use case for Teramind based on customer feedback.
- Built intelligent targeting and distribution engine for campaign across ads and cold outreach.
- Secured three new opportunities including HSBC.

## WORK EXPERIENCE

### Demand Generation & ABM Consulting (Contract)

#### Teramind

02/2024 - 08/2024

PE backed \$20M SaaS servicing workplace productivity and cyber security targeting 40% growth YoY through new aligned GTM strategy, 120 FTE

#### Achievements/Tasks

- Stood up new GTM, demand, ABM and DB marketing strategy.
- Re-architected Marketing and Sales a single GTM function.
- Reoriented sales strategy for enterprise resulting in **\$1.1M** ARR from new enterprise account wins in first 60 days of implementation.
- Launched new website & brand in 90 days based on product-market fit research, seeing an uplift in inbound by **183%**.
- Generated **\$4.8M** in new closed-won ARR in 6 months by implementing and scaling omnichannel campaigns across cold email, ppc, paid social and competitor market share campaigns.

### Marketing Director - ABM

#### MVF Global

03/2022 - 02/2024

Global VC customer generation platform achieving 30% growth YoY, 400 FTE

#### Achievements/Tasks

- Developed GTM strategy with an emphasis on improving ACV and moving from mid-market to enterprise acquisition that increased revenue from £109M to £142M during my tenure.
- Exceeded new business goals by 466% and achieved **ROI of 10x** in 6 months.
- Transformed architecture of enterprise marketing tech stack across CDP/BI/CRM and enablement platforms with rapid deployment and rollout to 80+ sales team.
- Ownership of marketing function of 7 with 4 SDRs.
- Deployment of transformational demand, sales enablement, performance and ABM programs to meet aggressive growth targets.
- Generated **£7.4M ARR** from ABM in first year and increased to **£21.2M** in year 2 with enterprise focus.
- Developed partner marketing function with Google, Meta, LinkedIn, Taboola, Tiktak and other partners.

Contact: Dan Tobin, CGO

### Global Marketing Director Kin + Carta PLC (Now Valtech)

07/2019 - 03/2022

Public global management consultancy and Dx firm working with Fortune 1000 businesses and enterprises to build technology. 22% Growth YoY.

#### Achievements

- £158M in pipeline sourced over 221 opportunities.
- Developed and deployed GTM strategy across sales and marketing in new ABM and outreach framework.
- Management of a £3M media budget deployment globally.
- Up-skilled and trained 4 global marketing teams with 30+ people on new GTM strategy, guidelines and execution.
- Deployment of marketing automation tools, CRM, user journey tracking, paid media and BI platform integrations and custom builds for scale and targeting.
- Developed partnerships with Microsoft, Google, AWS, VMWare, Sitecore, Contentful, Optimizely and other technology vendors for referrals channel as well as public sector strategy.

## PROJECTS

### MVF Global - Rebrand (10/2022 - 01/2023)

- Launched new brand new go to market strategy based on updated value proposition.
- Built and launched new website in 3 months.
- Implemented new technologies including CRM, Personalisation, Chat & Sales Enablement tech.
- Scaled to £1M in net revenue from new value prop clients 2 months from launch of brand and new services with first deal.

### Kin + Carta - Data Proposition (2020 - 2021)

- Developed go-to-market digital strategy for data-as-a-product after acquisition of Cascade Data Labs.
- Executed multiple HVOs (High Value Offers) for target accounts including net new and current client base growth.
- Secured \$12.3M in marketing-attributed new pipeline within 90 days of launch of ABM program in the US through flagship deal with major FMCG enterprise.

### Kin + Carta FWD 20 (2019 - 2020)

- Delivered flagship virtual event generating 46 opportunities and 30.5M in closed revenue from 14 new accounts.
- Mobilised 62 subject matter experts across the business to generate content for 50 live sessions in three weeks.
- Headed digital events strategy and execution via regional marketing teams in the EU and Americas to secure attendees and align sales and BD support.
- Achieved this from concept to delivery in one month when going from in-person to virtual due to Covid-19.

## NOTABLE ACHIEVEMENTS

£190M+ in Pipeline generation over 5 Years

Doubling PLC Share Price

Integrating Business Units from M&A

## MARKETING TECHNOLOGY

### ABM

6Sense, Demandbase, Seismic, Uberflip, Influz, Terminus, Drift, ReachDesk, Clay, CaliberMind, Mutiny, Qualified.

### CRM, Automation & Scripting

Clay, N8N, Make, Salesforce, Pardot, Marketo, Hubspot, Microsoft Dynamics, ActiveCampaign, PipeDrive, Outreach, Custom AI, Homegrown apps and scripts.

### Analytics

Google Analytics, Looker, Tableau, Power BI, Hotjar, Clarity, Segment, Amplitude, FullStory.

### General

Wordpress, Sitecore, Optimizely, Small Language Models, SEMRush, Similarweb, G2, Rb2B, Apollo, Salesloft, Outreach.io, API integration, ETL pipelines, RAG-assisted LLMs, Smartlead, Instantly