KYLE JOHNSON
VP OF MARKETING | SAAS GTM LEADER | AI-NATIVE REVENUE-FOCUSED OPERATOR

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SUMMARY

AI-fluent B2B marketing executive with 10+ years of experience scaling go-to-market (GTM) engines across SaaS and fintech. Built marketing engines that delivered $100M+ pipeline and 7.5x CAC:LTV. Proven in zero-to-one GTM, category creation, and enterprise-grade pipeline rigor.

PROFESSIONAL EXPERIENCE

VP & Head of Marketing, BluWave (Promoted 3x from original role) — Jan '21 - Present

- Founding marketer and member of executive leadership team; built BluWave's GTM foundation and led 10x revenue growth (~$10M ➜ $100M) with a lean, AI-enabled team
- Owned full-stack GTM across brand, demand gen, field, lifecycle, product marketing, RevOps, and sales enablement for a two-sided B2B marketplace serving 500+ PE firms, their portcos, independent businesses, and service providers
- Sourced $25M+ in pipeline across 530 opps (Salesforce, last-touch); scaled GTM to drive non-core revenue and 7.5x CAC:LTV with a lean team
- Tripled content output without increasing headcount by embedding generative AI into SEO, storytelling, and reporting workflows
- Embedded AI across GTM—built 241-asset case study engine, scaled content ops, creative, analytics, and automation
- Created BluWave's flagship "Top PE Innovator Awards" — now in year 4 with 45% backlink rate and 100K+ annual LinkedIn impressions
- Built and deployed a use–case–driven messaging framework to unify GTM channels and accelerate sales cycles
- Aligned GTM with Sales, CS, and RevOps to drive usage, re-engagement, and expansion in a non-recurring revenue model
- Led tiered ABM program; executed joint campaigns to increase velocity and deepen account engagement
- Planned and executed 10+ events annually—including panels, roadshows, dinners, and webinars to drive pipeline, and build category authority
- Hired and scaled high-performing team: demand gen coordinator, marketing ops manager, content director, and brand/multimedia designer

Head of Marketing, Bodhala | New York, NY — Jul '19 - Jul '20

- First marketer; built function from scratch and partnered cross-functionally to grow ARR from $1.8M to $6M and increase ACV from $75K to $100K
- Repositioned niche legal analytics platform into must-have finance visibility solution for high-spend legal teams; overhauled brand and messaging to reflect value shift
- Narrowed ICP to legal departments with high outside counsel spend; broke into legal ops with targeted GTM
- Launched ABM-led strategy aligning SDR, sales, and CS; generated $15M+ pipeline through high-converting outbound and lifecycle
- Secured top-tier press (WSJ, FastCo, TechCrunch, Crunchbase) via PR agency partnership
- Built hybrid team (2 directs + vendors); scaled GTM and content engine for growth
- Voluntarily exited to take sabbatical during early COVID—preempted 'Great Resignation' trend

Director of Demand Generation, Hyperscience | New York, NY — Nov '18 - Jun '19

- Built TOF pipeline and raised brand visibility across target accounts using multichannel GTM programs
- Owned marketing strategy and budget ($1.5M); optimized channel mix through structured testing
- Built and led 2-person marketing team to execute multichannel GTM strategy
- Recruited to join Bodhala by former TR sales leader

Director of Demand Generation, WorkFusion | New York, NY — May '17 - Oct '18

- Built revenue-focused demand engine that contributed to $190M+ global pipeline and $50M+ in new and expansion revenue across enterprise and SMB segments
- Scaled inbound programs via paid search, SEO, and lifecycle nurture — grew leads 230% and generated $11M in first-time monetized revenue
- Developed GTM tech stack, attribution model, and full-funnel reporting to optimize spend and surface insights across marketing, sales, & RevOps
- Defined PLG growth strategy across freemium acquisition and upsell; partnered with RevOps to track CAC and funnel conversion
- Supported global GTM across North America, Europe, and emerging markets; tailored strategies for direct, partner, and education channels
- Built and led demand generation and marketing operations teams; managed 2 direct reports and external resources (SEO, content, paid media)

Head of Marketing Automation, Thomson Reuters (via PLC acquisition; promoted 3x) | New York, NY — Apr '12 - Apr '17

- Built global center of excellence and scaled 17-person team across marketing ops, automation, and campaign execution
- Unified marketing automation strategy, campaign infrastructure, and live programs (webinars, events) across regions and business units; optimized performance, interoperability, and scale
- Directed multi-channel campaigns and nurture programs to drive MQLs and accelerate pipeline velocity
- Led marketing operations integration during Practical Law Company (PLC)'s acquisition and transition into Thomson Reuters

Additional Marketing Roles, AT&T, Cbeyond & TheMarkets.com | Seattle, WA & New York, NY — Mar '09 - Mar '12

SELECT PLATFORMS & TOOLS

- Hands-on and leadership experience implementing and operationalizing tools across RevOps, ABM, analytics, and content workflows
- RevOps & CRM: Salesforce, HubSpot, Marketo, Gong, Make, Monday.com
- ABM & Demand Gen: 6sense, Mutiny, Google Ads (search & display), LinkedIn Ads
- Analytics & Content: WordPress, SEMrush, Funnel.io, ChatGPT, Descript

EDUCATION

CMO School & Revenue Architecture certifications, Winning by Design — Oct '24

B.A. Business Administration, Eastern Washington University — May '08