

Alec Witham

Marketing Leader | Customer Insight, GTM Strategy & Growth Systems

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Brand and marketing leader specializing in translating customer insight into growth strategy, positioning, and go-to-market execution. Experienced in building scalable marketing systems, leading client discovery initiatives, and transforming customer feedback into messaging, product improvements, and revenue growth. Known for guiding organizations through rapid expansion and post-acquisition change by aligning customer insight, storytelling, and marketing execution to drive adoption and measurable business impact.

Core Expertise

Customer Insight & Discovery | Messaging & Positioning Strategy | Go-to-Market Strategy | Lifecycle & Customer Marketing | Demand Generation & Pipeline Strategy | Customer Advocacy & Case Study Development | Marketing Infrastructure & Systems | Marketing Operations & Performance Optimization | Cross-Functional Leadership | Agency & Creative Direction

Professional Experience

Thumbprint – Indianapolis, IN

VP of Marketing & Brand | March 2025 – Dec 2025

Appointed to lead brand and marketing transformation following \$18M acquisition, tasked with repositioning the organization's market strategy and establishing its first unified marketing and brand function aligned to growth and customer acquisition.

- Directed corporate brand, marketing, and communications strategy in partnership with executive leadership during post-acquisition integration.
- Developed and executed customer storytelling program producing 20 enterprise case studies within three months through client interviews, photoshoots, motion graphics, and digital content to simplify complex platform workflows.
- Secured 30 enterprise customer testimonials in one month, building a library of customer proof points used across sales materials, proposals, and marketing campaigns.
- Led executive and client discovery initiatives through 1:1 interviews with enterprise customers to identify product feedback, messaging gaps, and automation opportunities, informing ICP strategy and commercial direction within 45 days.
- Delivered new messaging architecture, design system, and a 50+ page enterprise website in four months.
- Supported growth initiatives through 6 RFP submissions and proposals contributing to \$8M+ in new revenue opportunity.
- Managed and allocated a \$1M marketing budget to support brand positioning, demand generation, and measurable lead growth.
- Customer insights informed product automation improvements that increased platform order automation from ~50% to 100%.

Thumbprint – Indianapolis, IN

Director of Marketing & Creative | May 2023 – March 2025

Promoted to align brand, marketing, and product strategy during rapid company expansion and acquisition activity, building scalable systems to support enterprise growth.

- Unified Marketing, Creative, and Product teams around a shared go-to-market strategy driving 141% growth in 2023 and 73.5% growth in 2024 (IBJ Fast 25, Inc. 5000).
- Developed and executed a full rebrand and renaming strategy, delivering identity, messaging, and rollout framework.
- Transitioned a \$2M acquisition and enterprise clients onto the company platform, strengthening adoption and retention.
- Introduced Customer Success as a new organizational function, aligning customer feedback, lifecycle engagement, and retention strategy to stabilize retention at 95%+.

- Reworked account strategy across top revenue drivers, reducing operational complexity while improving profitability.
- Conducted direct customer interviews to gather product feedback and workflow insights, contributing to automation initiatives that increased platform order automation from 45% to 100% optimized intake.

Thumbprint – Indianapolis, IN

Creative Director | July 2022 – May 2023

Recruited back by executive leadership to stabilize operations and restore organizational alignment during rapid scaling.

- Realigned three teams (10+ team members), improving collaboration and operational clarity.
- Implemented enterprise project management within 30 days, reducing communication inefficiencies by 50%+.
- Restructured teams, reducing headcount while increasing creative output by 64% across 2,300+ projects annually.
- Reduced platform build timelines from 30 days to 15 days while launching 37 branded B2B eCommerce platforms.
- Expanded marketing support for demand generation and customer messaging initiatives, contributing to a 186% increase in leads.
- Led concept development for Activision Blizzard's viral campaign generating 400M+ UMV and national press coverage.
- Directed ecommerce merchandising strategies for B2C, such as Gulf Coast Jam, driving 151% YoY revenue growth.

The Greats States Corp DBA American Lawn Mower Co. – Indianapolis, IN

Creative Director | July 2021 – July 2022

Modernized brand and marketing operations to support organizational scale toward \$65M revenue.

- Built automated project management infrastructure connecting 16 global stakeholders, reducing launch timelines by 8 months.
- Partnered with development teams to integrate ecommerce and distribution systems supporting 1,000+ SKUs.
- Led rebrand for an emerging brand and Amazon A+ rollout improving category rank by 45% and increasing conversions.
- Deployed the strategy to reorganize 80,000+ digital assets into a proprietary PIM software scalable global distribution.
- Expanded team from 2 to 6 while establishing vendor and production partnerships across 15+ brands.

Thumbprint – Indianapolis, IN

Creative Director | July 2016 – July 2022

Entered as 6th hire early leadership role helping scale a startup into a nationally recognized merchandising and ecommerce business.

- Scaled creative, marketing, and ecommerce teams from 1 to 6 while reducing production costs by 75% through global staffing.
- Supported 593% company revenue growth from 2016–2022 contributing to IBJ Fast 25 recognitions.
- Co-launched fulfillment operations shipping 30K+ annual packages and enabling Fortune 100 partnerships.
- Collaborated with enterprise clients to understand merchandising workflows and marketing needs, translating insights into scalable ecommerce storefront solutions used by Fortune 100 and Cloud 100 SaaS organizations.
- Created and launched viral reactive product launches enterprise client generating \$1M+ annual revenue.
- Led award-winning brand identity project (Graphic Design USA Brand Identity Award, 2022).

Education

Ball State University Visual Communications | 2010 – 2015

Pavilion University Continued Marketing Courses | 2022 - 2024

Marketing & Growth Systems

HubSpot | CRM | GA4 | Google Tag Manager | Shopify | Webflow | Meta & LinkedIn Ads | ActiveCampaign

Selected Portfolio & Case Studies

Portfolio available at alecwitham.com featuring enterprise brand transformation, growth, and leadership.

Case study impacts snapshot presentations and videos by role available at [linkedin.com/in/alec-witham](https://www.linkedin.com/in/alec-witham) in experience section.