

THE 101 TOP B2B MARKETING INFLUENCERS OF 2023



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Leading an effective marketing department has never been easy. Leading one in 2023 was next to impossible.

The year started with budget cuts as the general prognosis for B2B companies was significantly worse than their B2C brethren. This turned into a self-fulfilling prophecy as business buying committees derailed even the best of marketing and sales efforts. No amount of marketing wizardry could consistently overcome the widespread decision not to buy from any new vendors.

Nonetheless, many intrepid B2B CMOs found ways to do more with less. With in-person events becoming a top priority, some elected to have a bigger presence at fewer events. "Revenue in the room" became a crass but useful guide to

determining which events to attend and how many people to send. Others used big events as an excuse to bring together their far-flung marketing teams, thus creating an efficient two-fer.

With fewer high-quality leads in the pipeline, the need to close the ones you have became even more urgent. Many marketers (at least those in the CMO Huddles community) found success accelerating late-stage deals via micro-events. The key here was offering both a unique experience (i.e. restaurant, speaker, cooking class, etc.) and a few happy customers who would do the selling on your brand's behalf.

Speaking of customers, many of the B2B CMOs who found success in 2023 did so by accelerating their efforts to upsell and cross-sell their existing base. Being a known commodity who was already in the billing system and recognized

as an approved vendor was a huge advantage over the unknowns just trying to get in the door. While most companies paid lip service to the importance of customer satisfaction, those who really delivered reaped the rewards.

The solutions above were deployed by an elite cohort of marketing leaders who didn't just survive 2023, they thrived. How? In addition to the tactics noted above, they didn't go it alone. Instead, they turned to their fellow marketers for advice and counsel on their most pressing challenges. They met one-on-one and in virtual huddles of 10-15 like-minded leaders. They engaged with each other day after day on Slack. They remained students of their craft, sharing, caring, and daring each other to succeed despite the odds. It is this remarkable community of influential marketing leaders who we celebrate in the pages ahead.

The Marketers

Ellie Ahmadi

Former CMO | Sago

Marca Armstrong

CMO | Passport Inc.

Nisha Bagepalli

SVP Marketing & Strategy | B.WELL

Cary Bainbridge

CMO | ABM Industries

Laura Beaulieu

VP of Marketing | LeanLaw

Andrew Bennett

CMO | Smartsheet

Tom Bianchi

SVP Product & Solution
Marketing | Acquia

Michelle Boockoff-Bajdek

Chief Marketing & Sustainability
Officer | Skillsoft

Dave Bornmann

CMO | Association Analytics

Lauren Boyman

CMO | KPMG US

Kevin Briody

CMO | Edmentum

Sheraun Britton-Parris

CMO | Cordance

Denise Broady

CMO | Collibra

Heidi Bullock

CMO | Tealium

Michael Callahan

CMO | Salt Security

Marni Carmichael

VP of Marketing | ImageSource, Inc

Carlos Carvajal

CMO | Q2

Sheri Chin

CMO | Galileo Financial
Technologies

Toni Clayton-Hine

CMO | EY

Joe Cohen

Chief Marketing &
Communications Officer | AXIS

Lorie Coulombe

SVP, Marketing & Communications
| Q4 Inc.

Warren Daniels

CMO | Bynder

Lesley Davis

CMO | Waggoner Engineering, Inc.

Jan Deahl

Executive Director, Head of
Marketing | Drake Star

JD Dillon

CMO | Tigo Energy

Eric Eden

Executive In Residence
| Information Venture Partners

Khalid El Khatib

CMO | Stack Overflow

Julie Feller

Senior Director of Marketing
| US Legal Support

Peter Finter

CMO | KX

Celia Fleischaker

CMO | isolved

Narine Galstian

CMO | Sada

Amisha Gandhi

Former CMO | Tipalti

Jakki Geiger

CMO | Hazelcast

Jamie Gier

CMO | DexCare

Adriana Gil Miner

CMO | Iterable

Jamie Gilpin

CMO | Sprout Social

Danielle Gotkis

SVP of Global Marketing | Pecan AI

Hannah Grap

Interim CMO | Sitecore

Charles Groome

VP of Growth Strategy &
Operations | Biz2Credit

Norman Guadagno

CMO | Mimecast

Allyson Havener

SVP Marketing + Community
| TrustRadius

La Toya Hodge

Former Global Head of
Marketing | Cappfinity

Janet Jaiswal

CMO | Spotler Group Janet

Grant Johnson

CMO | Billtrust

Kathie Johnson

Former CMO | Talkdesk

Julie Kaplan

SVP, Marketing & Revenue
Operations | CareMetx

Katrina Klier

Senior Managing Partner & CMO
| Sage Strategy Group

Sara Larsen

VP, Marketing | Wolters Kluwer

Bryan Law

CMO | ZoomInfo

Josh Leatherman

CMO | Service Express

Bernd Leger

CMO | Cornerstone OnDemand

Dan Lowden

CMO | BLACKBIRD.AI

Shirley Macbeth

CMO | Forrester

Laura MacGregor

VP of Marketing &
Communications | CIS

Melanie Marcus

Chief Marketing & Customer
Experience Officer | Surescripts

Katie McAdams

CMO | Basis

Amy Messano

CMO | Altair

Jon Miller

Chief Evangelist | Demandbase

Laurie Mitchell

SVP Global Marketing | Wasabi

Kay Moffett

CMO | Amplify

Margaret Molloy

Global CMO | Siegel+Gale

Gail Moody-Byrd

VP of Marketing | LinkedIn

Jeff Morgan

Chief Commercial Officer
| Elements

Joy Neely

Chief Commercial Officer
| Medvantx

Patti Newcomer-Small

CMO | FieldRoutes

Dean Nicolls

VP, Growth Marketing
| Jumio Corporation

Olga Noha

CMO | SplitMetrics

Martin O'Leary

Group Head Of Marketing
| Tap Payments

Paige O'Neill

CMO | Seismic

Jeff Otto

CMO | Riskified

Isabelle Papoulias

SVP, Global Marketing | BackBox

Tejal Parekh

CMO | Upside

Chandar Pattabhiram

Former CMO | Coupa & Marketo

Chris Pieper

VP, Marketing | ADP Enterprise

Marshall Poindexter

CMO | OpenEye Cadence
Molecular Sciences

Matt Preschern

Chief Marketing & Demand
Generation Officer | NTT Ltd.

Michelle Puleio

Vice President, Marketing
| SageWater

Ellyn Raftery

CMO | FIS

Megan Rainbow

Director of Marketing | Allovue

Suzanne Reed

CMO | LBMC

Maria Robinson

Head of Marketing | Reltio

Chip Rodgers

Chief Partner Officer | WorkSpan

Bhaskar Roy

CMO | Workato

Kevin Ruane

CMO | Precisely

Kristin Russel

CMO | symplr

Itamar Sabo

VP, Marketing | Gigamon

Heather Salerno

CMO | Appcast

Melissa Sargeant

CMO | AlphaSense

EJ Schmidt

CMO | ILS (Inventory Locator
Service)

Kevin Sellers

CMO | Ping Identity

Gary Sevounts

CMO | Malwarebytes

Ellina Shinnick

CMO | HUB International

James Stanton

VP, Go To Market | Empyrean

Rebecca Stone

SVP, Customer Solutions
Marketing | Cisco

Bill Strawderman

CMO | GS1 US

Ian Truscott

CMO | Spotler Group

Rashmi Vittal

CMO, B2B GTM Advisor
| Embark GTM

Misty Walsh

Director of Marketing
| Centric Consulting

Christopher Willis

Chief Marketing & Pipeline
Officer | Acrolinx

Cindy Zhou

CMO | KnowBe4

Gabi Zijderveld

CMO | Smart Eye



Ellie Ahmadi

Former CMO | Sago

CMO Super Power

Rebranding

Ellie Ahmadi builds for growth, challenges the status quo, provokes ideation, inspires innovation, and educates on learnings to lead change and growth. Ellie operates at the intersection of brand transformation and demand/ growth marketing and has been described as 'relentless in her pursuit to achieve goals.' She has marketing & leadership experience across various global industries and sizes of organizations including Fortune 500 professional services, cybersecurity, market research, ad tech, and more. Her success lies in her ability to pivot, remain agile and resilient, build trust in relationships, and understand how and which data points impact the bottom line.



Marca Armstrong

CMO | Passport Inc.

CMO Super Power

Maximizing modest budgets

Marca shines at creating strategies in B2B and B2C businesses that build brand awareness and transform the customer experience while driving incremental revenue and profits. She leverages her rare blend of expertise in core marketing functions and keen understanding of how marketing drives other parts of an organization to quickly map, define, and determine what will move buyers through their journey from consideration to advocacy. Marca serves as a volunteer and gives back to the institutions that have provided her education and personal development. She derives her most creative ideas when she is outdoors near the water.



Nisha Bagepalli

SVP Marketing & Strategy | B.WELL

CMO Super Power

Turning ideas into reality

Nisha is a trailblazing marketing powerhouse with a reputation for fueling explosive growth in technology companies. With a wealth of expertise honed through six successful M&As and her experience as a strategic advisor for NxtGen Network, Nisha brings an unparalleled perspective to any business. As the SVP of Marketing at LINQ, Nisha astounded the industry by doubling revenue in a mere seven months with her innovative demand generation engine and unwavering oversight of branding, digital marketing, sales enablement, public relations, and business development. Nisha is a charismatic leader who ignites passion and inspires teams to push their limits and reach new heights.



Cary Bainbridge

CMO | ABM Industries

CMO Super Power

Launching transformative new products

Cary is a strategic leader who is passionate about clients — rallying teams around what makes clients tick and executing marketing & brand strategies that relate business objectives to their needs. She is focused on ensuring tight integration between sales, marketing, communication, operations, brand, and culture. Cary oversees all strategic planning, market and client research, creative services, and outbound & inbound marketing. In her nearly 18 years with ABM, she has led corporate and business-segment marketing and sales operations teams, was a core driver of the ABM brand transformation in 2012 and has overseen the brand integrations of 20+ acquisitions.



Laura Beaulieu

VP of Marketing | LeanLaw

CMO Super Power

Growing a Productive Team

Laura Beaulieu builds high-performance marketing teams and brings a track record of demand generation and growth hacking successes, with consistent revenue growth and 12 years of demand generation experience as a data-driven leader. Her team drove +345% growth in customer acquisition in 1 year and her growth strategies included ABM, strategic partnerships, and scaling customer acquisition strategies.



Andrew Bennett

CMO | Smartsheet

CMO Super Power

Data-Driven Growth

Andrew Bennett is the chief marketing officer at Smartsheet and leads the global marketing organization in driving awareness and demand for Smartsheet's products and offerings. Previously, Andrew built and led Smartsheet's commercial sales and global demand generation functions. Before joining Smartsheet in 2014, Andrew was vice president of professional services, Americas, at Onyx Software Corporation. A successful entrepreneur, he also founded and served as president of Deneki Outdoors, an outdoor recreation brand, where he developed a passion for inbound marketing. Andrew received a BA in computer science from Dartmouth College and is a member of Phi Beta Kappa.



Tom Bianchi

SVP Product & Solution
Marketing | Acquia

CMO Super Power

International Tech Hypergrowth
and Scaleup

Tom Bianchi is an international marketing leader with 15+ years' experience in B2B Marketing and has worked for large enterprise software vendors and PE / VC backed hyper-growth startups. Tom has built and led global marketing functions and processes, from the US and Europe to Australia and Japan. Through building high performing marketing teams, Tom has a proven track record of helping businesses he worked for to scale. With a keen focus on using data to guide decisions as well as having a developed EQ, Tom is not only an analytical person but also balances that well with being a servant people leader.



Michelle Boockoff-Bajdek

Chief Marketing &
Sustainability Officer |
Skillsoft

CMO Super Power

Driving purpose deep into an
organization

Michelle leads a global organization that uses the power of learning to drive business transformation and build a more skilled, resilient, future-fit workforce. Drawing on more than 25 years of marketing, branding, and strategy experience, Michelle also serves as Skillsoft's brand evangelist, nurturing and growing a vibrant community of lifelong learners. Michelle is a firm believer that doing the right thing is always the right thing to do. As such, she serves a dual role as Chief Sustainability Officer, proudly overseeing Skillsoft's commitment to environmental, social responsibility, and corporate governance.



Dave Bornmann

CMO | Association Analytics

CMO Super Power

Building brand while driving demand

Dave is an entrepreneurial B2B marketing executive experienced in marketing strategy, go-to-market execution, lead generation, and sales & operational readiness. His career spans Fortune 500, mid-size, and start-up organizations where he has successfully built strong teams and consistently aligned closely with sales to achieve revenue goals. He's managed through rapid periods of organic growth and growth through acquisition, both of which present unique organizational and brand challenges. Dave's specialties include B2B marketing, lead generation, SaaS, start-ups and acquisition integration.



Lauren Boyman

CMO | KPMG US

CMO Super Power

Creating a Marketing and Sales demand gen engine

Lauren is CMO for KPMG US, leading the marketing transformation across brand and demand generation including new marketing technologies (automation, content strategy/analytics, ABM, resource and workflow management). She has been responsible for measurable brand perception growth, improved sales-marketing partnership, and driving business growth through challenging markets. Before KPMG, Lauren was CMO, Wealth Management at Morgan Stanley. She held various roles within marketing, strategy and digital over her 12-year tenure, previously working at Merrill Lynch (Marketing) and Colgate-Palmolive (Brand Management), with early career days at McKinsey & Company. She has a BS from the Wharton School and an MBA from Harvard Business School.



Kevin Briody

CMO | Edmentum

CMO Super Power

Driving business growth

Kevin is a B2B marketing executive with 20+ years of expertise building and transforming marketing teams, delivering growth, and telling powerful brand stories across the full communications mix. He has led some amazing teams and initiatives across a mix of organizations, including startup, corporate, non-profit, and agency executive roles, and in industries ranging from enterprise software to executive education and, currently, K-12 ed tech. His passion is working for purpose-driven organizations with aspirations of making a positive difference in the world, and the culture, strategy, and commitment to actually make that happen.



Sheraun Britton-Parris

CMO | Cordance

CMO Super Power

Starting fast

Sheraun Britton-Parris is a global executive with 25+ years of experience building brands, launching products, devising GTM strategies, and infusing the voice of the customer into marketing decisions. Her public and private company experience across diverse industries and geographies equips her with practical insight, global perspective, and solid business acumen that gives her credibility with management teams. Sheraun brings a clear and dynamic vision for driving long-term, profitable business growth, while meaningfully embedding ESG into enterprise risk management. She applies classical marketing training, modern digital media experience, breakthrough creative and empathetic people leadership to deepen consumer connections and accelerate revenue.



Denise Broady

CMO | Collibra

CMO Super Power

Fueling GTM alignment and growth

Denise has always known one of her driving forces in life is to redefine the ordinary. She came to America by boat as a refugee from Vietnam to the low-income projects of Virginia. Even then, she knew that she would not allow herself to be limited as a result of her upbringing. Whether it was being the first in her family to receive a college degree or becoming a change agent in her 26-year professional tech career – Denise has always pushed boundaries to drive success. After all, life begins at the end of our comfort zone.



Heidi Bullock

CMO | Tealium

CMO Super Power

Scaling SaaS brands

Heidi has expertise in marketing and selling SaaS products. Her strengths include product marketing and revenue generation across the customer life cycle (acquisition marketing, customer marketing). She has experience running SDR teams and enablement. Heidi's specialties are: Account-based marketing (ABM), demand generation, digital marketing, brand development, email marketing, content marketing, social media, marketing metrics/ analytics and partner marketing. She also has expertise with Engagio, 6Sense, Outreach, Marketo, and SFDC.



Michael Callahan

CMO | Salt Security

CMO Super Power

Scaling brands as a full stack cybersecurity CMO

Michael is a security marketing executive with the rare combination of branding, product, and technical expertise. He has a proven track record in both large and startup companies developing and executing go-to-market and enablement programs that drive record revenue. He is an experienced leader who creates a collaborative environment while setting clear objectives and holding himself and the team accountable to deliver results. Specialties include: corporate marketing, product marketing, field marketing, product management, web marketing, social media, corporate communications, branding, messaging, and press and analyst relations.



Marni Carmichael

VP of Marketing |
ImageSource, Inc

CMO Super Power

Building and empowering a team

Marni Carmichael empowers high growth in tech companies by unifying sales and marketing with measurable impact and ROI. By leveraging her experience in process automation to connect with customers, Marni creates a vision of how ImageSource helps make work easier. Marni boasts a diverse skill set, from developing brand messages to driving C-suite alignment and promoting diversity & inclusion. Notably, she's led her teams to achieve over 15% content conversion, a staggering 1000% social media growth within a year, and impressive customer retention rates. Her strategic direction has consistently led to cost savings and significant revenue growth, emphasizing her ability to deliver tangible results.



Carlos Carvajal

CMO | Q2

CMO Super Power

Driving brand and demand

Carlos leads marketing vision, strategy, and initiatives to elevate brand awareness and drive demand for Q2's industry-leading digital banking and lending solutions. He served as CMO at K2, where he evolved the company's go-to-market approach. His marketing efforts also led to Kony's successful acquisition by Temenos. Carlos has spent over 20 years in transformational digital technology. He is passionate about building highly collaborative, high-performing teams committed to excellence and delivering strong results. Off the clock, Carlos enjoys exploring new places with his family, attending concerts across the country with his daughter, and cheering on his favorite teams with his son.



Sheri Chin

CMO | Galileo Financial
Technologies

CMO Super Power

Building High-Performance Teams

Sheri Chin is a results-driven fintech marketing executive with deep experience in ecommerce, global payments, banking, lending and SaaS platforms. Sheri's track record showcases her proven success in enabling early stage, emerging and large public companies to build brand, grow revenue and deliver long term value in competitive, high growth, multicultural environments. She specializes in creating global B2B, B2C, and B2B2C marketing strategies that are multi channel, integrated, and data driven. Sheri is passionate about building a culture of success where the companies and people she works with thrive and prosper – financially, professionally, and personally.



Toni Clayton-Hine

CMO | EY

CMO Super Power

Delivering innovative marketing solutions

Toni is an award-winning CMO focused on creating new sources of revenue from new markets, new offerings, and new channels of distribution. Her unique perspective comes from building teams and transforming the marketing function to help companies achieve their growth goals directly and through partnerships. She knows how important it is to connect the creative with the operational. While being named one of the Top 100 Women in Brand Marketing is certainly satisfying, Toni knows the true measure of success comes from connecting the brand and offerings to demand generation, pricing, and distribution strategies that deliver measurable results.



Joe Cohen

Chief Marketing & Communications Officer
| AXIS

CMO Super Power

Standing up high-performance marketing teams

Joe is an internationally recognized marketing leader with a record of helping B2B and B2C brands build relevance and drive growth. He oversees enterprise-wide marketing and communications for AXIS (NYSE: AXS), a global provider of specialty insurance and reinsurance with a presence that spans North America, Europe, Asia-Pacific, and Bermuda. He has over two decades of experience spanning a wide range of categories, like financial services, consumer packaged goods, and health and wellness, among others.



Lorie Coulombe

SVP, Marketing & Communications | Q4 Inc.

CMO Super Power

Partnering with Execs

Lorie Coulombe is a corporate marketing and communications executive with expertise leading strategy, messaging, and corporate multi-platform marketing in the financial services industry. As an experienced leader with 20+ years of diverse experience, Lorie has been responsible for building high-performing teams to drive business performance and deliver results for global products and brands. At Q4, Lorie is responsible for creating and accelerating their marketing and communications strategy and brand recognition globally. She is focused on driving the company's vision and purpose to help clients win in the capital markets by being the leading platform connecting public companies.



Warren Daniels

CMO | Bynder

CMO Super Power

Content that Closes

Warren Daniels is an innovative, successful, sales-oriented marketing leader with a career history of developing business strategies that support revenue growth. Over the course of his 25 year career, Warren has built strong commercial, organizational, and creative skills with multiple examples of breakthrough thinking in both large enterprise and fast-growing businesses. He has a history of developing sales & marketing alignment for revenue growth and a track record of developing strategies and delivering results through effective implementation & change management. As CMO of Bynder, Warren is responsible for all marketing efforts driving the continued growth in line with revenue expectations and amplification of the company brand.



Lesley Davis

CMO | Waggoner Engineering, Inc.

CMO Super Power

Making Flowers Out Of Fertilizer

Lesley Davis has over 15 years of experience in marketing, including brand strategy and oversight, public relations, crisis messaging, crisis monitoring and reporting, proposals, website updates, SEO, social media updates, and other marketing materials for a vast array of projects. As Waggoner's Chief Marketing Officer, Lesley oversees the firm's entire marketing operations, from sales, brand positioning, and communications to Waggoner's overall revenue growth strategies. Prior to her current role, she served as an integrated account executive at a marketing agency and led various marketing efforts for clients ranging from Fortune 500 companies to locally-owned, small businesses.



Jan Deahl

Executive Director, Head of Marketing | Drake Star

CMO Super Power

Executive Alignment and Revenue Growth

Jan Deahl is a marketing leader with deep financial services expertise who has run global marketing efforts at large financial institutions and lean FinTech firms. Jan has been acknowledged for building marketing organizations that drive revenue growth, tailoring the strategy to meet organization needs and level of maturity. He is known for his collaboration with business, product, and distribution leadership to position organizations and their products to deliver leads and sales growth. Jan's unique blend of leadership, strategy, and execution has resulted in a +750% increase in pipeline and over \$10 billion in new business.



JD Dillon

CMO | Tigo Energy

CMO Super Power

Disrupting an industry

JD's primary business mission is profitable top-line growth. Developing simple strategies with broad stakeholder communication and operational execution has been his formula across various industries and degrees of corporate maturity. Most recently, this has resulted in a corporate turnaround and an IPO, both in the renewable energy industry. The second half of the equation requires leading people. JD received a leadership award as a "great motivator [and] approachable" at one company and was recognized as one of the "Men Who Open Doors" (for women) at another. It is an undeniable fact that results with that human touch is required for any organization to achieve long term success.



Eric Eden

Executive In Residence |
Information Venture Partners

CMO Super Power

Driving successful exits

Eric is a collaborative and polished marketing leader, who knows how to effectively manage campaigns that deliver results. His dedication to building high-performing teams has enabled him to consistently ensure continuous improvement and purposefully shape the evolution of culturally aligned workforces. Eric has 20+ years of experience in technology marketing for Internet services and SaaS solutions. His experience includes building great marketing teams, implementing marketing technology solutions effectively, driving demand in B2B marketing, and increasing shareholder value with best-in-class marketing initiatives. His greatest gifts are his strategic vision and ability to implement dynamic marketing and branding strategies.



Khalid El Khatib

CMO | Stack Overflow

CMO Super Power

Turning marketing into revenue

Khalid is a full-stack marketing leader with robust communications experience. He's spent 15 years growing b2b, b2c, and b2b2c companies. He has elevated and transformed the awareness and perception of global, renowned brands such as GE, GLG, the Motion Picture Association, Stack Overflow, Teach For America, TED, and Xerox. Khalid has worked as a digital strategist, media relations expert, and writer with experience in corporate reputation, demand generation, social media, and web design. He's raised the profile of companies and CEOs, and taken a data-driven approach to overhauling and relaunching websites and social media channels in pursuit of demand generation.



Julie Feller

Senior Director of Marketing
| US Legal Support

CMO Super Power

Setting up a high-functioning
marketing team

Julie is a creative, high-energy marketing professional with a proven track record of developing and executing innovative initiatives that increase revenue, reduce costs, and maximize efficiencies. She has 12 years of experience in B2B marketing with an emphasis on both technology and service. Her skills include; marketing strategy, corporate communications, new product launch, public and media relations, product positioning and branding, Sales support, lead generation, PPC management, SEO, content creation, budget and project management, analytics & optimization, and marketing operations.



Peter Finter

CMO | KX

CMO Super Power

Partnering with Sales to build a
demand generating machine

Peter is a senior international technology marketing executive with broad experience across product, sales, and marketing who partners effectively to drive change. He has led and scaled global organizations through periods of rapid growth and transformation across varied B2B high technology industries and business models; from Silicon Valley pre-IPO start-ups to mature public organizations in the US, Canada and UK. Peter's expertise includes brand development, digital demand generation, product-led growth, account-based marketing, product & solutions marketing, channels, alliances & partnerships, strategy, and operations. He is known as a hands-on, collaborative leader and communicator who works to solve complex business issues.



Celia Fleischaker

CMO | isolved

CMO Super Power

Building high-performing teams that
help business scale

Celia has 20+ years of experience developing go-to-market strategies for business-to-business technology organizations. She has successfully managed global marketing organizations of publicly and privately held software companies. Celia also has significant experience driving organic growth through expansion of geographies, channels, and product lines. She also has deep expertise building scale inorganically through the successful execution and integration of numerous mergers and acquisitions. Celia has delivered best-in-class results for pipeline development, revenue contribution, and organizational efficiency. She is also adept at managing, retaining, and leading high-performing teams.



Narine Galstian

CMO | Sada

CMO Super Power

Superior vision with a 'get it done' mindset

Narine is a senior marketing executive with 25+ years of experience focused on integrated and results-oriented marketing strategies. She is accomplished in global brand development, media and analyst relations, corporate identity, DEI and inclusive marketing, global launch campaigns, and driving business outcomes. Not only is Narine a passionate leader in the tech field, but she is also committed to philanthropic causes in the LA area through her work with the Children's Hospital Los Angeles, American Cancer Society and more. Narine is also a facilitator of #IamRemarkable, which empowers women and underrepresented groups to speak openly about accomplishments in the workplace.



Amisha Gandhi

Former CMO | Tipalti

CMO Super Power

Balancing Art and Science

Amisha Gandhi is a groundbreaking global marketing and GTM leader across multiple industries and geos (B2B SaaS/cloud). Her ability to drive new revenue and market opportunities, has enhanced performance, and long-term value for some of the world's most recognizable brands and start-ups, including SAP, Google, HP, Accenture, Tipalti, CitySearch, IAC, and Time-Warner. Amisha is an XFN leader who partners with leadership to spearhead growth across the enterprise and business divisions. Amisha prides herself in bringing teams together and instilling a passion for creating brand stories that turn trends and insights into campaign narratives to drive engagement across the entire customer journey and increase revenue.



Jakki Geiger

CMO | Hazelcast

CMO Super Power

Ramping up growth

Jakki is a high-energy, growth-minded, customer-focused, results-driven B2B marketing executive. With 20+ years of experience, she has a passion for building new market categories and GTM strategies that drive rapid revenue growth. Currently, she serves as CMO of Hazelcast, where she oversees the marketing strategy, boosting awareness, community engagement and pipeline. Within 9 months, she led the launch of a new brand identity, website, positioning, messaging, content marketing and DevRel program. Her experience includes marketing leadership roles at 4 successfully acquired venture-funded start-ups, 2 scale-ups (each secured \$120M in funding), and a midsize company where she contributed to double-digit growth.



Jamie Gier

CMO | DexCare

CMO Super Power

Leading a transformative team

Jamie loves building brands that inspire people to be their best. She has worked with leading tech companies that are driving positive human impact, from healthcare to education, to improve the way we learn, work, and live. Her greatest role is mom to a teen boy who motivates her to do good in the world. For more than 25 years, she has been successfully scaling and growing tech companies, designing revenue-generating GTM strategies, and leading high-performing teams across product marketing, corporate communications, digital marketing, demand generation and creative services. Her philosophy: winners find a way.



Adriana Gil Miner

CMO | Iterable

CMO Super Power

Customer Champion

Adriana Gil Miner is CMO at Iterable, an AI-powered customer communication platform. Adri is passionate about customer engagement and, under her leadership, Iterable has successfully empowered brands like Doordash and Volvo to deliver individualized, harmonized, and dynamic communications. Formerly in senior marketing roles at Tableau, Adriana played a key role in the company's growth from \$250 million to over \$1 billion, during the Salesforce acquisition. Her leadership ignited Qumulo, a data storage startup, and Artefact, whose spinoff – 10,000ft – was acquired by Smartsheet. Adriana's 20+ years of marketing experience span prominent names like American Express, Digitas, and Weber Shandwick.



Jamie Gilpin

CMO | Sprout Social

CMO Super Power

Evolving marketing into a relentless growth engine

Jamie is an experienced marketing leader with demonstrated success in growing brands in the technology space. She is skilled in building great teams to drive customer acquisition through lead generation, integrated marketing, public relations, event marketing, social and content marketing, and sales enablement. Jamie is currently serving as the chief marketing officer at Sprout Social and received her MBA at Northwestern University Kellogg School of Management following a bachelor's degree in PR from Florida State University.



Danielle Gotkis

SVP of Global Marketing |
Pecan AI

CMO Super Power

Global brand leadership

Danielle Gotkis is a dynamic global marketing executive and commercially astute leader with 15 years of experience in laying the foundation and scaling SaaS, AI, and Fintech companies, including her current role at Pecan AI. Danielle enjoys developing holistic brand and demand generation strategies, building and coaching teams, solving scale-up challenges, expanding into new markets globally, orchestrating impactful thought leadership programs, leading successful product launches, and building lasting partnerships. Danielle excels at applying creativity, analytical acumen, a collaborative approach and a customer-centric mindset to develop integrated strategies that generate strong pipeline and catapult revenues.



Hannah Grap

Interim CMO | Sitecore

CMO Super Power

Leading with gratitude

Hannah Grap is a seasoned marketing executive, her experience spans brand management, content strategy/marketing, digital experience/marketing, demand generation, localization, and user experience. With a passion for user experience and customer-centricity, Hannah approaches marketing strategy from the perspective of the end user and blends creativity with data-driven insights to deliver programs that drive results. As a leader, Hannah excels at building high-performance teams. Collaboration, innovation, and continuous learning are at the core of her leadership style. Hannah is always seeking out new opportunities to experiment with new technologies, improve the "total experience," and push the boundaries of what is possible in marketing.



Charles Groome

VP of Growth Strategy &
Operations | Biz2Credit

CMO Super Power

Cross-functional partnerships

Charles is an entrepreneurial-minded leader in marketing and advertising with a knack for cross-functional collaboration and an eye for branding and design. He is a proven leader inside high-growth companies, and is experienced in both creating go-to-market strategies for B2B and B2SMB brands, and as an agency partner for B2C and B2B2C brands. Charles has a strong track record of generating web leads and sales opportunities in the SaaS, MarTech, and FinTech industries. He is a growth-minded team leader, focused on nurturing talent, unlocking team member potential, and providing mentorship to team members for future positions of leadership.



Norman Guadagno

CMO | Mimecast

CMO Super Power

Sales-driving Differentiation

As CMO of Mimecast, Norman Guadagno plays a critical role in accelerating the company's product-led growth strategy via revenue and customer acquisition, storytelling and channel partner initiatives. Norman's commitment to team success, tireless work ethic, and exceptional track record of delivering results have been instrumental in Mimecast's overall success. Norman is deeply experienced in leading business transformation initiatives, including distinctive brand building and GTM strategy, and is a sought-after thought leader for numerous podcasts and events.



Allyson Havener

SVP Marketing + Community
| TrustRadius

CMO Super Power

Getting sh*t done

As a ballerina turned marketer, Allyson is a strategic, action-oriented leader who delivers results to drive growth for world-class technology companies. She has expertise across a range of marketing functions, and has a demonstrated ability building marketing teams that generate revenue. She values creating a strong community for customers and knows that a great place to start gaining a competitive advantage is by crafting and sharing the brand's story through your customers.



La Toya Hodge

Former Global Head of
Marketing | Cappfinity

CMO Super Power

Strategy and Customer Advocacy

La Toya has 17+ years of experience in strategic communications, digital marketing, and program and partner relationship management. She is passionate about technology and education for social good. Her expertise includes: establishing and nurturing existing multi-stakeholder partnerships, designing and shepherding complex programs within large matrix environments, enterprise marketing, product marketing, communications strategy, message development, go-to-market strategy and execution, content marketing, writing, demand generation, sales enablement, and representing the voice of the customer or partner.



Janet Jaiswal

Marketing Advisor & Former VP of Global Marketing | Cloudbeds

CMO Super Power

Scaling Demand

Janet Jaiswal is a full-stack marketer with 20+ years of B2B marketing experience. She excels at building and shaping global marketing strategies that are efficient and scalable to maximize results for companies in industries including AI, SaaS, e-Commerce, and FinTech. She is recognized for helping companies that want to expand globally and build a scalable/efficient marketing function. Before Cloudbeds, Janet held senior marketing roles at eBay, IBM Tealeaf, PayPal, and various SaaS companies with both entrepreneurial environments and within larger corporations. She holds a BS in Business Administration from UC Berkeley's Haas School of Business and an MBA from Carnegie Mellon's Tepper School of Business.



Grant Johnson

CMO | Billtrust

CMO Super Power

Building high performance teams

Grant is a growth orchestrator, a value creator. He is a 4X CMO with a proven track record of more than doubling revenues and scaling businesses, building high-performance teams and transforming global companies, from early stage to multi-billion dollar enterprises, including: Emburse, Cylance, Kofax, Pegasystems, FileNet, and Symantec. He is also a key member of executive teams, driving growth, acquisition, and integration, and fostering liquidity events valued at more than \$10 billion. He has expertise in SaaS, Fintech, Payments, AI, AP, RPA, BPM, CRM, CX, Workflow Automation, Industry Verticals, SMB, Mid-market, Government, and Enterprise markets



Kathie Johnson

Former CMO | Talkdesk

CMO Super Power

Scaling growth

Kathie is a results-oriented global SaaS marketing executive with 20+ years of experience in building brands that customers love and growing sustainable businesses. With a love for both the art and science of marketing, Kathie has a passion for steel-threaded messaging and for building pipeline that delivers revenue. Kathie is known as an empathetic leader who is focused on building and growing highly effective and successful teams that are respected within their companies and the markets in which they compete.



Julie Kaplan

SVP, Marketing & Revenue Operations | CareMetx

CMO Super Power

Making the most of a start-up budget

Julie is the marketing leader you call when you're ready to turn your vision into reality. With a focus on translating strategies into results, Julie excels in merging insightful planning with effective execution, particularly within entrepreneurial environments. With a proven track record in building brands, generating demand, and customer retention, Julie's focus on her team enables each member to experience professional growth, contribute to the company, and thrive in high growth B2B and B2C atmospheres. She's passionate about using customer insights—qualitative and quantitative—to drive process, revenue, and profitability improvements. Ultimately, she makes sense out of chaos and implements plans to reduce it.



Katrina Klier

Senior Managing Partner & CMO | Sage Strategy Group

CMO Super Power

Profitable Growth at Scale

Katrina is a Global B2B Chief Marketing Officer and corporate board director. She has extensive experience leading digital transformation, brand optimization initiatives, and new product launches at five Fortune 500 companies, including two of the world's most recognized technology players and a top-10 global professional services firm. During her time in leadership roles at Accenture, Microsoft, PROS, and HP, she leveraged client data/analytics, including customer segmentation, hyper-targeted personalization, and other quantitative and qualitative data to transform the sales and marketing strategy, monitor end-to-end customer journeys, and deliver an exceptional digital customer experience.



Sara Larsen

VP, Marketing | Wolters Kluwer

CMO Super Power

Team building

As an experienced marketer, Sara's passion is growing brand impact, building high performing teams, and achieving breakout success in new markets with innovative technology products. She's been fortunate to have learned from some of the best leaders in marketing, and have used that experience to lead marketing organizations and programs to build brands, expand markets, launch new products, and grow top line bookings and revenue, including SaaS, across multiple industries. Always in tight partnership with sales and product leadership, she takes pride in finding wins together, and doing so with creativity, customer focus, and strong return on investment.



Bryan Law

CMO | ZoomInfo

CMO Super Power

Data-driven approach to marketing & brand building

With over 20 years of experience in marketing, general management, strategy, eCommerce, and analytics, Bryan has held leadership roles at ZoomInfo, Salesforce, Google, Tableau and Monitor Deloitte, amongst others. In his current role, he leads ZoomInfo's marketing organization globally and is responsible for driving demand and supporting company growth, enhancing brand awareness, and expanding thought leadership across marketing and communication channels.



Josh Leatherman

CMO | Service Express

CMO Super Power

Adapting to an ever-changing role

Joshua is a growth-marketing executive with experience building and leading highly profitable customer acquisition, adoption, and advocacy programs. The Chief Marketing Officer at Service Express since 2011, Joshua has helped grow the company from \$30 million in annual revenue to over \$300 million by implementing high-return demand generation, marketing & sales operations, and sales development programs. His teams deliver 75% of new logo opportunities and pipeline and 65% of new logo revenue at Service Express. Joshua builds teams who leverage technology to deliver sustainable pipeline and revenue growth.



Bernd Leger

CMO | Cornerstone OnDemand

CMO Super Power

Driving sales growth through marketing

Bernd Leger is a passionate data-driven disruptor, innovator, and category designer with 25 years of experience. Bernd has a proven track record in creating and executing go-to-market plans to deliver double and triple-digit revenue growth with more than \$5 billion in investor returns. He has been recognized as a forward-thinker leveraging analytics, technology, and marketing creativity to deliver growth and a sustainable revenue path. As a transformational builder of high-performance-based cultures, Bernd has worked with globally distributed teams ranging in size from 5 to 300+ across North America, Europe, and Asia Pacific.



Dan Lowden

CMO | BLACKBIRD.AI

CMO Super Power

Leading with empathy

Dan is a marketing leader and demand generation and brand focused author with 20+ years of strategic and tactical marketing excellence at the executive level. He has created significant revenue and value creation for fast-growth companies across cybersecurity, mobile commerce, Wi-Fi services, robotics, and mobile computing, leading to four major acquisitions equaling more than \$1B in total value. Dan is an athlete in creating and executing integrated marketing playbooks that drive standout demand generation, digital marketing, content creation, social media, co-marketing with strategic partners and channels, public and analyst relations, corporate communications, VIP events, and product marketing.



Shirley Macbeth

CMO | Forrester

CMO Super Power

Practicing what they preach

Shirley is a senior B2B marketing executive with 25+ years of experience increasing revenues and building brand awareness for global technology companies. She is adept at elevating thought leadership profiles to provide more value for audiences, and has a demonstrated record of generating demand, building brand awareness, and driving revenue for Global B2B companies. Her specialties include marketing, branding, communications, PR, and lead generation.



Laura MacGregor

VP of Marketing & Communications | CIS

CMO Super Power

Collaboration

Laura is an executive leader, collaborator, and mentor who leverages an enterprise-wide perspective to contribute to organizational growth. Her experience includes developing and executing B2B products, services, and marcom strategies that deliver results and exceed expectations. At the Center for Internet Security, Inc. (CIS), she drives the overall marketing and communications strategy including branding and messaging, website and content, lead generation and marketing automation, public relations and media engagement, product marketing, advertising, events, and partner marketing. She has developed a particular interest in security, data privacy, and data protection during her six years in the cybersecurity industry.



Melanie Marcus

Chief Marketing & Customer Experience Officer | Surescripts

CMO Super Power

Making complicated things simple

Melanie is a senior healthcare marketing, customer experience, and strategy executive. She is a creative and visionary leader who never shies away from a new idea. She has a passion for building uniquely effective teams that deliver growth through innovations in brand, thought leadership, lead generation, sales enablement, and customer engagement. Her track record has raised the bar for what strategic marketing can achieve.



Katie McAdams

CMO | Basis

CMO Super Power

Elevating marketing

Katie McAdams is the CMO at Basis Technologies, a global programmatic advertising software provider. With 20+ years in advertising technology, she's led sales, customer success, marketing, and revenue teams. Katie excels in product launches and go-to-market strategies, navigating Basis through rebrands. She supports diversity as an executive sponsor at Basis, co-founding CMO Huddles, and serving on the executive board of the Allen Robinson Within Reach Foundation. Katie lives in Chicago with her husband, two children, and their golden retriever, Hank. She's an Indiana University graduate in English and Liberal Arts.



Amy Messano

CMO | Altair

CMO Super Power

Integrating acquisitions

Amy has been turning bits and bytes into relevant, compelling stories for more than two decades. In that time, Amy has demonstrated a keen sense for software marketing, and for nurturing emerging technologies as they hit the market. She knows the value of a strong, coordinated team, and is skilled in building flexible teams with a great deal of mobility that can meet any marketing challenge. In every task she faces, she shows a dedication to quality that can take any marketing effort to the next level.



Jon Miller

Chief Evangelist |
Demandbase

CMO Super Power

Synthesizing lots of information and explaining it simply

Jon is a marketing entrepreneur and thought leader. He is currently the Chief Evangelist at Demandbase, the leading account-based marketing platform. Previously, Jon was the CEO and founder of Engagio (acquired by Demandbase, where he served as CMO) and was co-founder at Marketo, a leader in marketing automation. Jon is a frequent speaker at conferences including Dreamforce, MarketingProfs B2B, Marketing Operations Executive Summit, OMS, and the Marketing Nation Summit. He is also the author of numerous e-books including *The Complete and Clear Guide to Account Based Marketing* and *The Definitive Guide to Marketing Automation*.



Laurie Mitchell

SVP Global Marketing | Wasabi

CMO Super Power

Building consensus

Laurie is a successful alliance and channel program leader with experience creating and managing programs from the ground up at several startups as well as evolving programs to meet the needs of a growing business in larger companies. She has experience in all aspects of program development, strategic relationship management, contract creation and negotiation, partner enablement, and demand generation programs that drive business and scale revenue. Laurie has broad expertise in a variety of go-to-market models including single-tier reseller, systems integrators, two-tier distribution, OEM, and co-selling with partners. She also has strong interpersonal relationship building skills.



Kay Moffett

CMO | Amplify

CMO Super Power

Growth marketing

Kay leads marketing, communications, and government relations at Amplify. She has two decades of experience overseeing marketing and public affairs in the K-12 education and technology industries. Kay approaches the fast-paced world of marketing with a remarkable work ethic, incredible skill set, flexibility, and calmness. Kay started her career in Teach for America as a high school English and Humanities teacher in New York City. She later conducted research and taught pre-service teachers at the Stanford Graduate School of Education.



Margaret Molloy

Global CMO | Siegel+Gale

CMO Super Power

Global brand marketing

As a strategic, business-minded B2B marketer, Margaret Molloy drives innovative strategies that grow company profit, profile, and pride. A drive for community, a sense of wonder, and an industrious operator work ethic gained in her youth continue to serve her well, allowing her to mobilize inclusive marketing teams across diverse industries. With over two decades in marketing and as the Global CMO for Siegel+Gale, Margaret helps cut through the noise and underscore the insights that drive business results. She connects her expertise with intentional questions, moderating panels, contributing articles to top publications, and hosting the "How CMOs Commit" podcast, featuring the world's top CMOs.



Gail Moody-Byrd

VP of Marketing | LinkedIn

CMO Super Power

Driving Big Ideas

Gail-Moody Byrd, VP of Marketing at LinkedIn, is a distinguished senior executive renowned for pioneering new market categories and driving global Marketing, Sales, and Strategy across diverse industries. With a visionary outlook, Gail catalyzes transformation, fostering teams to excel, exceed expectations, and evolve into empowered leaders. A dynamic change-maker, she blends innovation with experience to consistently achieve exceptional results in the ever-evolving landscape of enterprise software to retail. A public board member, Gail embodies leadership that sparks growth and embraces boundless possibilities.



Jeff Morgan

Head of Marketing | Elements

CMO Super Power

Driving Sustainable Growth

Throughout his career as an agency owner and in-house CMO, Jeff Morgan has helped hundreds of companies—from start-ups to enterprises—achieve their demand and revenue objectives with innovative marketing strategies, tactics, systems, and tech stacks. Currently, his focus is on leading the marketing team at Elements, an early-stage B2B SaaS Fintech that has achieved remarkable marketing-led growth, going from \$0 to \$1.5M in ARR over the first 18 months after product launch.



Joy Neely

Chief Commercial Officer
| Medvantx

CMO Super Power

Aligning Marketing & Sales

Joy Neely has over twenty years of cross-functional, commercial experience in healthcare that spans pharmaceuticals, diagnostics, patient services, and health technology. Joy is a leader recognized for her passion for coaching and people development. She brings a unique and authentic style to the workplace. She is known for operating with an enterprising vision, passion, accountability, a continuous drive for improvement, and a desire to invest in and collaborate with others. In recent years, Joy has pivoted from large companies to start-ups, and finds herself thriving in these smaller organizations where she can drive processes and scale.



Patti Newcomer-Small

CMO | FieldRoutes

CMO Super Power

Strategic nimbleness

Patti is a marketing executive with a unique analytical background and extensive experience in product design and development, marketing strategy and campaigns, consumer research and insights, direct marketing communications, customer experience design, brand strategy, and advertising. She has a passion for starting from the consumer to develop business-building marketing plans. Her specialties include marketing strategy, consumer research and insights, new product design and development, consulting, advertising, direct marketing, marketing communications, and brand strategy.



Dean Nicolls

VP, Growth Marketing
| Jumio Corporation

CMO Super Power

Driving demand

Dean is a marketing executive with 20 years of experience helping tech and cloud companies move from strategy to "GSD" execution. His specialties include; content marketing, SEO, SEM, search engine optimization, search engine marketing, social media, email marketing, drip marketing, event management, tradeshow, nurture marketing, Salesforce.com, Marketo, marketing automation, B2B marketing, cloud services, marketing ROI, marketing measurement, and public relations.



Olga Noha

CMO | SplitMetrics

CMO Super Power

Global/International Marketing

Olga is a highly motivated and outcome-driven international marketing executive with over 17 years of experience in developing successful marketing strategies and programs. She is accountable for building global marketing functions from the ground up, launching new products on the US and global markets, developing marketing strategies and plans to fuel fast-paced growth, building and scaling lead generation to thousands of MQLs per month, consistently growing brand awareness, building comprehensive analyst relations programs, and achieving leadership positions in important industry research reports. Olga is skilled in all facets of B2B marketing. Her abilities have led to revenue growth and increased brand recognition.



Martin O'Leary

Group Head Of Marketing | Tap Payments

CMO Super Power

Expanding in the Middle East

Martin is an experienced international marketer working across Europe & the Middle East. He has over 15 years of experience in digital banking, fintech, and online payments. His efforts combine digital strategy, marketing technology & data analytics to create differentiated customer experiences that drive commercial growth and retention. While being able to dig into the details, Martin also demonstrates an uncanny ability to understand the big picture surrounding each and every marketing activity he engages in.



Paige O'Neill

CMO | Seismic

CMO Super Power

Global brand building

Paige is an experienced, hands-on CMO and an empathetic leader. She's passionate about helping her customers deliver on their digital experience goals, creating thought leadership and brand stories, and building and retaining high performance teams. She has a strong track record in B2B enterprise and mid-market SaaS that ranges from Fortune 100 to late stage startups and everything in between. Because Paige started her career in PR and then transitioned to product marketing, she has a unique perspective on creating differentiated messaging and positioning that is grounded in understanding both the product and the influencer community.



Jeff Otto

CMO | Riskified

CMO Super Power

Integrated marketing

Jeff Otto is the CMO of Riskified (NYSE: RSKD), a category leader in AI-powered fraud and risk intelligence that delivers predictable top-line growth and bottom-line profitability to leading ecommerce brands. Prior to Riskified, Jeff led the marketing department at Marqeta (Nasdaq: MQ), a global fintech. From 2014-2021, Jeff held various marketing leadership roles within Salesforce Industries. Earlier, Jeff worked in the technology divisions of Morgan Stanley and Merrill Lynch. Jeff holds an MBA from the University of Texas at Austin, and a BS in Information Sciences and Technology from Penn State University. He and his family live in Sonoma County, California.



Isabelle Papoulias

SVP, Global Marketing
| BackBox

CMO Super Power

Strategic rebranding

Isabelle's path to CMO was anything but linear because she wanted her career that way. From quantitative research firms, to global ad agencies, to media agencies, and now leading marketing at Mediafly, she is deliberate about gaining 'range': managing global Fortune 500 accounts, leading custom research studies, building global ad campaigns, running global operations, rolling-out GTM strategies, building marketing teams, leading diversity & inclusion plans, selling software...just a few of her work adventures. She considers herself a generalist, a simplifier (because she has been told this many times!), and a builder of things: teams, processes, strategies, solutions to problems.



Tejal Parekh

CMO | Upside

CMO Super Power

Instinctively sees things from customers' perspective

Tejal is a marketing executive with a proven track record of putting companies and products on the map. She is passionate about technology that improves our lives at work and at home. Tejal is skilled in honing product and market vision, creating demand, crafting partnerships, and structuring teams that drive rapid growth. She enjoys building high-performing modern marketing organizations that emphasize constant experimentation and data-driven decisions. She invests just as much in creating strong effective partnerships with stakeholders as she does in doing great marketing and believes both are equally important to have a meaningful business impact.



Chandar Pattabhiram

Former CMO | Coupa & Marketo

CMO Super Power

Orchestrating the “Flywheel” of Awareness, Acquisition and Advocacy

Chandar is a results-driven executive with more than 25 years of experience in strategic marketing and management consulting. In 2019, he was recognized as one the Ten Most Influential Marketing Leaders in 2019, and in 2017 was rated by LinkedIn as one of the top 5 CMOs in the world to follow for thought-leadership in the digital marketing domain. He has well-rounded experience across the software industry ranging from applications to infrastructure, license to subscription & traditional to Cloud computing, and digital marketing businesses. Chandar is a proven CMO with in-depth know-how and proven success in the main pillars of marketing.



Chris Pieper

VP, Marketing | ADP Enterprise

CMO Super Power

Team building

Beyond the typical marketing and sales activities that define make-or-break moments in a business, Chris has learned that bringing creative and critical thinking into the decision-making process for everything — from product design to strategic partnerships to hiring and leading teams to hard quarterly calls — separates the companies that deliver short- and long-term enterprise value from the rest. His areas of expertise lie in founder-level, lateral strategy and execution, creating KPIs in unstructured environments, pitching and presenting to C-levels, sales and marketing for complex products, financial analysis for private equity M&A, and strategic leadership and mentorship of teams.



Marshall Poindexter

CMO | OpenEye Cadence Molecular Sciences

CMO Super Power

Leading and developing high-performing marketing teams

Marshall helps Biotechnology, Life Sciences Technology, and Healthcare IT/Healthcare Technology global business-to-business software and software-as-a-service (SaaS) companies go-to-market in radically innovative ways that bring about significant reputation and revenue improvements ranging from \$25M to \$15B+ annually. He has architected, established, expanded, and grown organizations' Marketing strategies and created high-performing Marketing Teams to empower software products that simplify processes and improve human health globally.



Matt Preschern

Chief Marketing & Demand Generation Officer | NTT Ltd.

CMO Super Power

Global marketing effectiveness

Matt Preschern is an energetic, highly collaborative, and results-driven marketing professional with 25 years of experience in Marketing, Demand Generation and Revenue management, CX, Digital, MarTech deployment, PR and Communications. In 2017, Matt was named among the top 20 most influential CMOs by Forbes and recognized for his success in driving marketing innovation by the CMO Club. Prior to his current role at NTT Ltd., Matt was the CMO for Forcepoint and senior vice president of marketing at CA Technologies. He has also served as the CMO of HCL Technologies, where he led the effort to accelerate HCL's brand recognition, supporting its multibillion-dollar growth.



Michelle Puleio

Vice President, Marketing | SageWater

CMO Super Power

Employee engagement

For more than 25 years, Michelle has helped B2B organizations break new ground—like working on the PR team that helped Texas Instruments invent the market for radio frequency identification applications and leading the content team for one of the first SAAS providers—and she's led efforts to help industry leaders like EY and Gartner break through well-earned but limited value associations to richer and more meaningful brands. Her specialties range from marketing and change management communications to M&A brand integration, corporate brand positioning and messaging, corporate visual identity development, and beyond.



Ellyn Raftery

CMO | FIS

CMO Super Power

Global rebranding

Ellyn is currently the Chief Marketing and Communications Officer at FIS, a Fortune 500 company and leading provider of technology solutions for merchants, banks, and capital markets firms globally. With her C-suite colleagues and more than 55,000 employees around the world, they advance the way the world pays, banks, and invests. Her 20+ years of senior executive experience has focused on developing integrated marketing strategies for Fortune 500 companies across a range of channels combining strategic business development and creative expertise to build global brands and increase sales. She has a strong track record of driving revenue growth.



Megan Rainbow

Director of Marketing | Allovue

CMO Super Power

Building out the marketing function

Megan Rainbow is the Director of Marketing at Allovue, bringing a wealth of experience in crafting and executing dynamic marketing strategies. With a keen eye for innovation, Megan thrives on transforming complex concepts into compelling narratives. Her strategic mindset and collaborative approach drive Allovue's marketing initiatives, creating meaningful connections with clients and stakeholders. Megan's passion for education technology and her dedication to empowering educators underscore her commitment to driving positive change in educational settings.



Suzanne Reed

CMO | LBMC

CMO Super Power

Consensus building

Suzanne is an accomplished B2B/ B2C C-Suite leader with a proven track record of building brands and teams that accelerate growth and results. She excels at integrating marketing strategy with technology to drive revenue through lead gen programs and sales enablement. An intentional disruptor, she is focused on building the next level of innovation for her clients. Her experience spans more than 25 years working with Fortune 500 and large privately held companies with a focus on modernizing the brand to identify and develop business opportunities for national, multi-service operations. Suzanne provides visionary leadership for national financial and professional organizations.



Maria Robinson

Head of Marketing | Reltio

CMO Super Power

Turning insights into action

Maria Robinson has been a dynamic Growth Officer and Global Marketing Leader for 20+ years and has successfully built and scaled marketing teams to launch products, energize brands, and capture market share through innovative use of traditional, digital, data-driven marketing strategies. With demonstrated success growing business, Maria has a strong focus on SaaS-based businesses and building market-leading offerings with exceptional outcomes. She brings an entrepreneurial vision and 'can do' attitude to GTM initiatives and an executive stature that inspires teams to high performance. Collaborative, entrepreneurial, and self-motivated, Maria understands the dynamics of high-growth companies and how to work in a rapidly changing environment.



Chip Rodgers

Chief Partner Officer
| WorkSpan

CMO Super Power

Marketing optimization

Chip Rodgers is a dynamic Chief Marketing Officer with over two decades of success driving marketing strategy, innovation, category creation, and community building for startups, SaaS organizations and B2B enterprises. He has proven success establishing and leading hyper-growth categories, driving demand, and scaling pipelines. A strategic thinker and influencer, Chip is recognized for his ability to connect with diverse audiences through knowledge, authenticity, and transparency. He is a skilled senior leadership team member with extensive experience presenting strategic direction, marketing initiatives, and performance results to leadership members and boards of directors.



Bhaskar Roy

CMO | Workato

CMO Super Power

Thinking Big, Executing Efficiently

Bhaskar, over the past 20 years, has experience building enterprise and consumer products and bringing them to market. He was a co-founder and SVP of Products at Qik, a mobile video communication company acquired by Skype / Microsoft, and CPO at Playphone, a mobile gaming platform acquired by GungHo Online Entertainment. Bhaskar also led product management and channel marketing at PlaceWare which was acquired by Microsoft and became Microsoft Lync.



Kevin Ruane

CMO | Precisely

CMO Super Power

Rebranding

Kevin has proven experience building, managing, and executing integrated marketing, communications, and sales enablement programs for private equity-backed growth companies, FORTUNE 500 corporations, and global business units. He has a results-driven approach with a record of success through leadership and expertise in launching new brands and repositioning companies as category leaders in alignment with strategy, driving demand and preference for solutions in alignment with market trends and buying patterns, and integrating acquisitions and scaling organizations to support transformational growth with optimal efficiency.



Kristin Russel

CMO | symplr

CMO Super Power

Business-to-Human Marketing

Kristin is a Senior Marketing Executive with experience scaling businesses of all sizes, from startups to multi-billion dollar companies. She has been listed as one of the top 110 women in MedTech by Becker's Hospital Review and named one of Ragan & PR Daily's Top Women in Marketing. She is a multi-dimensional executive propelling growth globally through strategic execution. Kristin has experience in the many facets of positioning & launching transformational technology with agile innovation practices, including messaging, positioning, go-to-market, digital marketing, social media, SEO, mobile, market analysis, content marketing, demand generation, marcomm strategy, crisis communications, brand strategy, and awareness.



Itamar Sabo

VP, Marketing | Gigamon

CMO Super Power

Cross-functional leadership

Itamar is an enterprise business technology executive with 25 years of growth experience and skills in B2B marketing, go-to-market strategy, demand generation, product and solutions marketing, and scalable operations and execution in global and field leadership roles at dynamic hi-tech companies and fast-paced startups.



Heather Salerno

CMO | Appcast

CMO Super Power

Building high-performance teams

Heather leads global marketing efforts for Appcast, managing teams that will expand Appcast's presence and client base in both North America and Europe, overseeing Appcast's marketing strategy and elevating the brand. Her areas of focus include: leveraging recruitment marketing insights and labor market expertise to produce insightful content, lead generation and strategic account-based marketing to engage net-new customers, market position development for new product features and enhancements, and development of customer marketing programs to foster and deepen customer engagement.



Melissa Sargeant

CMO | AlphaSense

CMO Super Power

Driving growth

Melissa is a forward thinking, strategic marketing leader, driving sales and profitability for startups and industry leaders both organically and through acquisitions. She has been recognized for identifying and reacting to market trends and aligning sales and marketing strategies with business objectives to generate significant growth. She leverages global experience with expertise in marketing diverse technologies with a special emphasis on global B2B software (SaaS and on premise). She has delivered high impact results like achieving 25% year-over-year pipeline growth, delivering 60% marketing pipeline contribution, and driving more than 50% increased sales, to name just a few.



EJ Schmidt

CMO | ILS (Inventory Locator Service)

CMO Super Power

Uncovering THE Gems

EJ Schmidt is a strategic thinker with experience driving growth for B2B SaaS technology companies and vertical industries. His greatest successes have come from identifying growth opportunities, optimizing go-to-market strategies, and transforming sales and marketing teams into high-performing SaaS growth engines. EJ's passion is establishing and building on an engaging culture of accountability and impact, with an entrepreneurial and customer centric mindset. A frequent speaker at thought leadership events and industry conferences, EJ is multi-lingual with 20+ years of global experience in Euro/Asia and North American markets.



Kevin Sellers

CMO | Ping Identity

CMO Super Power

Positioning

Kevin is a modern marketer with extensive digital expertise to drive growth and relevance for world-class brands. He is a differentiated thinker who leverages insights and analytical tools to carefully balance the art and science of marketing to help lead brands with exquisite positioning and storytelling that moves audiences to action. Kevin is also a distinguished omni-channel storyteller with deep experience that includes enterprise strategy, brand building, product marketing and analytics all tied to tangible business growth, ROI, and sustained brand strength.



Gary Sevounts

CMO | Malwarebytes

CMO Super Power

Scaling growth

Gary is a full-stack growth CMO with a proven track record in building and scaling high-impact marketing teams and engines in VC-funded, PE-owned, and public companies. His recent awards include 2021 CMO of The Year in KYC / Compliance Space and 2018 Top 35 Marketing Executives by Wall Street. His recent success highlights include a \$1.3B to \$4.5B valuation of Socure, \$640M acquisition of Kount by Equifax, 4x revenue growth in 3 years (Aryaka Networks), 17x revenue growth in 3 years (Zetta.net), and 11x customer acquisition cost reduction in 2 years (Zetta.net).



Ellina Shinnick

CMO | HUB International

CMO Super Power

Creative marketing strategy that drives business impact

Specializing in brand building, product launches, integrated and social media marketing, advertising, event marketing, strategy development and implementation, sales presentations, and market analysis, Ellina's creative and strategic vision continuously drives dynamic Marketing results. She has served as Chief Marketing Officer at HUB International for over 7 years, and has displayed immense passion as a respected digital leader. Her commitment to excellence informs everything she does, from guiding her teams, to working with clients, to forming a broad creative marketing vision. She is fluent in Russian and can communicate with ease in Spanish.



James Stanton

VP, Go To Market | Empyrean

CMO Super Power

Building performance cultures

James is an equally left- and right-brained marketing executive who has built a career helping companies foster a culture of innovation, while simultaneously driving top-line revenue. He has a proven track record of driving strategic planning and creative marketing to deliver product innovation, B2B demand generation, brand identities, and sales growth. James is a cross-functional leader and creator of customer-centric experiences—applying data-driven insights to identify/address performance gaps. He has a keen ability to simplify complex business problems and ignite brands. He is a serial optimist, as well as a builder of marketing teams through leadership, empathy, and collaboration.



Rebecca Stone

SVP, Customer Solutions Marketing | Cisco

CMO Super Power

Powerhouse team building

Rebecca Stone is the Senior Vice President of Customer Solutions Marketing, responsible for product and solutions marketing across the Cisco Networking portfolio. With more than 20 years of experience in marketing B2B technology products, Rebecca has consistently demonstrated the value and return of marketing programs on sales. Her in-depth understanding of the customer journey, combined with a data-driven approach, has helped her achieve 5-10x growth in marketing-generated pipeline throughout her career.



Bill Strawderman

CMO | GS1 US

CMO Super Power

Building a brand that powers the business

Bill builds programs, platforms and teams that grow revenue and build reputation, with deep digital marketing roots and a knack for using data to win. His core competencies are B2B marketing, business strategy, digital marketing, organizational leadership, and analytics. He balances a deep understanding of the business, a broad, creative passion for shepherding marketing programs, and a personal mission for developing the next generation of leaders. Those qualities, on top of his expertise and dedication to guiding his teams, have resulted in a strong culture that is committed to driving powerful outcomes.



Ian Truscott

CMO | Spotler Group

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Seeing around the corner

Ian is a B2B marketing executive leader with a track record of delivering growth in software and technology companies through leadership in product strategy and marketing. He believes marketing's role is to create ART (Awareness, Revenue & Trust), to connect marketing with the C-Suite drivers of commercial success and growth through compelling messaging, content marketing, sales enablement, and building an effective marketing function. Ian has been a contributing author at CMSWire since 2009 (named as a contributor of the year in 2016) and runs Rockstar CMO: a web publication and podcast.



Rashmi Vittal

CMO, B2B GTM Advisor
| Embark GTM

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Partnering with Sales and CS to drive growth

Rashmi is a savvy marketing executive with expertise in SaaS startups and enterprise software. She specializes in launching and growing innovative AI and analytics solutions, leading GTM teams that prioritize a value-delivery approach throughout the buyer to customer journey. As she likes to say, "The value you market is the value you sell and deliver." She's adept at crafting pipeline-generating strategies across marketing, sales, and CS that drive revenue growth. As a strategic ally to the CEO and executive team, she excels in positioning companies, amplifying brand awareness, influencing the market, and establishing category leadership.



Misty Walsh

Director of Marketing
| Centric Consulting

CMO Super Power

Demonstrating the power of marketing

Misty is a diversified marketing strategist who has spent the last several years in professional services. She is a creative leader and problem solver who has demonstrated success in building brand awareness, developing marketing teams, and devising marketing strategies that deliver on business objectives. Misty has always been drawn to opportunities where she can build and create. In her past few roles, she has had the opportunity to evolve team capabilities and develop marketing maturity. Witnessing the effect of these efforts – whether that is new business generated or seeing members of her team achieve professional success – is her daily motivator.



Christopher Willis

Chief Marketing & Pipeline Officer | Acrolinx

CMO Super Power

Transforming marketing into pipeline

As a CMO, Chris Willis is #morethanmarketing. Chris's unique mix of marketing, sales, product, and operational experience comes together to deliver a true CMO-Plus in the B2B SaaS space. Focusing on global marketing strategy, sales pipeline management, product development process improvement, and the development and mentoring of best-of-breed teams, Chris's reach can be seen and felt across the business. The confluence of areas of focus is the ability to deliver an amazing product that the market accepts and desires, position a company as a leader in its space, and fuel a healthy and predictable sales engine while recruiting and retaining an amazing team.



Cindy Zhou

CMO | KnowBe4

CMO Super Power

Leading from the heart

Cindy is an award winning global go-to-market executive with a passion for B2B marketing, cybersecurity, revenue operations, and sales development. She has a successful track record helping companies from start-up to exit (4 times), and integration to expansion. Cindy has over 20 years of experience building high-impact marketing organizations that generate qualified leads, strong sales pipeline, industry awareness, and customer loyalty.



Gabi Zijderveld

CMO | Smart Eye

CMO Super Power

Building high performance global teams

Gabi is passionate about building new “stuff”: products, markets, teams, and ecosystems. She is a technology executive with extensive leadership experience in product and go-to-market strategy, product management, marketing, channel management, and strategic alliances. Gabi has had success launching v 1.0 products, creating new technology categories, and driving new market entries for B2B software and disruptive artificial intelligence, in both startups and a Fortune 500 company. She advocates for mitigating the risks in artificial intelligence through advancing the ethical development and deployment of AI. Gabi loves mentoring others to help them advance their careers.



About

Renegade

Renegade.com is the go-to content resource for B2B CMOs and other marketing-obsessed individuals. Featuring the insights gleaned from over 500 CMO interviews in the last 10 years, Renegade.com offers a wide range of savvy content including:

- Podcasts: Published every Friday for the last seven years, Renegade Marketers Unite, features interesting interviews with highly effective marketing leaders.
- Videos: Tuesday Tips, a short-form video series, offers timely insights from the CMOs of CMO Huddles. We also host a live streaming show featuring B2B CMOs every two weeks called CMO Huddles Studio.
- Newsletter: Huddle Up, a monthly newsletter with thousands of subscribers, has delivered practical guidance for senior marketers for over a decade.
- Books: Renegade.com founder Drew Neisser has authored two highly acclaimed books, The CMOs Periodic Table and Renegade Marketing: 12 Steps to Building Unbeatable B2B Brands.
- Special Reports: Renegade.com publishes a variety of special reports like its highly popular 12 Step B2B Brand Strategy Guide and a research study comparing the effectiveness of human generated versus AI generated content.

For more information, visit **Renegade.com**.

CMO Huddles

Today's top CMOs are bringing amazing new insights, perspectives, ideas, talents to the table every day. But with busy schedules, limited resources, and the expectation to deliver ROI in a shorter time frame, it can feel hard to keep up.

CMO Huddles is a shortcut to B2B greatness. With access to a diverse network that has solved just about every marketing challenge, CMO Huddles is designed to help B2B CMOs make faster, more informed decisions with more confidence.

Join expertly moderated, problem-solving conversations about current CMO challenges with highly effective peers in a circle of trust. All huddlers are reasonably vetted to ensure high-quality conversations.

For more information, visit **CMOHuddles.com**.

