



THE 101 TOP B2B MARKETING INFLUENCERS

2024



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Being a marketing leader has always demanded a unique blend of strategy, resilience, and innovation. But 2024 posed its own distinctive set of hurdles that made even the most seasoned CMOs rethink their playbooks.

Buying cycles continued to lengthen. In many cases, buyers stopped buying or at least postponed purchase decisions until their next fiscal. Marketing budgets were trimmed yet again while sales goals were raised. PE firms impatiently swapped CMOs and CROs like playing cards.

Nonetheless, many intrepid B2B CMOs found ways to do more with less. Many deployed GenAI to create more content with fewer staffers. Others used these new tools to streamline all aspects of their workflow, from strategy development to podcast production, from sales enablement tool creation to infinite ad iteration testing, and from mass personalization of targeted comms to press release development.

Keeping up with this new tech is yet another task for CMOs to master. Add this to the list: Strategy development, demand generation, brand building, internal comms, corporate comms, investor relations, partner comms, sales enablement, international expansion, and channel management. It's a lot.

Yet, the great ones figured out a long time ago that leaders only do the things that only they can do, and delegate the rest to high-quality staffers. They earn the trust of these individuals by having their backs. By sharing the limelight and accepting responsibility for the defeats. By creating cultures of experimentation. By making time for their direct reports. And making them feel connected to something important.

The solutions above were deployed by an elite cohort of marketing leaders who didn't just survive 2024, 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 huddles of 8 to 12 like-minded leaders. They engaged with each other when needed on Slack. They remained students of their craft, sharing, caring, and daring each other to succeed despite the headwinds. It is this remarkable community of influential marketing leaders we celebrate in the pages ahead.

Drew Neisser
Penguin-in-Chief,
CMO Huddles
Editor-in-Chief,
RenegadeMarketing.com

Note: A group of penguins is called a huddle, and 1% of CMO Huddles' revenue is joyfully donated to the Global Penguin Society.



THE MARKETERS

Lisa Goldson Armstrong

SVP and CMO | Global Industrial Company

Marca Armstrong

Head of Marketing & Customer Experience | Sensera Systems

Cary Bainbridge

CMO | ABM Industries

Laura Beaulieu

VP, Marketing | Holistiplan

Andrew Bennett

CMO | Conga

Tom Bianchi

SVP, Product & Solution Marketing | Acquia

Michelle Boockoff-Bajdek

Chief Marketing & Sustainability Officer | IDG

Dave Bornmann

CMO | Higher Logic

Lauren Boyman

CMO | KPMG US

Kevin Briody

CMO | Meteor Education

Denise Broady

CMO | Collibra

Heidi Bullock

CMO | Tealium

Michael Callahan

CMO | Salt Security

Gracey Cantalupo

VP, Marketing | Alpha II

Marni Carmichael

VP, Marketing | ImageSource, Inc

Carlos Carvajal

CMO | Q2

Bindu Chellappan

SVP, Marketing Insights | Corpay

Sheri Chin

CMO | Galileo Financial Technologies

Kristin Christensen

EVP, Sales + Marketing | AEX Convention Services

Putney Cloos

CMO | Bombora

Joe Cohen

Chief Marketing & Communications Officer | AXIS

Lorie Coulombe

SVP, Marketing | Equity Shift

Jared Cruce

Executive Marketing Leader, Brand Strategist | Independent

Warren Daniels

VP, Growth Marketing | Bynder

Lesley Davis

CMO | Waggoner Engineering, Inc.

Jan Deahl

Executive Director, Head of Marketing | Drake Star

James (JD) Dillon

CMO | Tigo Energy

Karen Feldman

CMO | IBM Consulting

Peter Finter

CMO | KX

Matt Fisher

VP, Marketing | SHI

Narine Galstian

CMO | SADA

Jakki Geiger

3x CMO | Reltio, Pyramid Analytics, Hazelcast

Jamie Gier

CMO | DexCare

Adriana Gil Miner

CMO | Iterable

Julia Goebel

CMO | Komodo Health

Hannah Grap

SVP, Corporate Marketing | Sitecore

Charles Groome

VP, Growth Strategy & Operations | Biz2Credit

Norman Guadagno

4x CMO | incl. Mimecast, Carbonite, Acoustic

Catherine Gutierrez

CMO | The CMO Agency, LLC

Robert Hackl

President & CMO | MCE

John Hale

CMO | Consilio

Kelly Hopping

CMO | Demandbase

Grant Johnson

CMO | CMO Mentor

Kathie Johnson

CMO | Sitecore

Julie Kaplan

SVP, Marketing & Revenue Operations | CareMetx

Beth Kirsch

VP, Marketing | Plasmidsaurus

Katrina Klier

Senior Managing Partner & CMO | Sage Strategy Group

Sara Larsen

VP, Marketing | Wolters Kluwer

Bryan Law

CMO | SentinelOne

Josh Leatherman

CMO | Service Express



Bernd Leger

CMO | Cornerstone OnDemand

David Levy

SVP & CMO, U.S. Market | Foundever

Dan Lowden

CMO | BLACKBIRD.AI

Shirley Macbeth

CMO | Forrester

Laura MacGregor

VP, Marketing & Communications |
Center for Internet Security

Ajay Manglani

COO | TIE Silicon Valley

Melanie Marcus

Chief Marketing & Customer
Experience Officer | Surescripts

Katie McAdams

CMO | Basis

Ali McCarthy

Co-Founder & Owner | Amplify
Your Voice Studio

John McKinney

Director of Marketing & Partnerships
| Cornerstone Licensing

Will Meier

VP, Marketing | FM (Film & Music LLC)

Amy Messano

CMO | Altair

Brendan Miller

CMO | Runa

Jon Miller

Founder | Stealth Startup

Laurie Mitchell

SVP, Global Alliances & Partner
Marketing | Wasabi Technologies

Kay Moffett

Chief Marketing & Public Affairs
Officer | Amplify

Gail Moody-Byrd

VP, Marketing | LinkedIn Sales
Solutions

Jeff Morgan

Head of Marketing | Elements
Technology, Inc.

Scott Morris

CMO | Sprout Social

Joy Neely

Chief Commercial Officer | Medvantx

Patti Newcomer

CMO | Centerbase

Paige O'Neill

CMO | Seismic

Jeff Otto

CMO | Riskified

Isabelle Papoulias

SVP, Global Marketing | BackBox

Chandar Pattabhiram

Chief Go-To-Market Officer | Workato

Marshall Poindexter

CMO | yorCMO | S.M. Poindexter
& Associates

Matt Preschern

Chief Marketing & Demand
Generation Officer | NTT Ltd.

Marni Puente

SVP and CMO | SAIC

Michelle Puleio

VP, Marketing | SageWater

Lakshmi Randall

Industry and Partner Marketing
Leader | Informatica

Suzanne Reed

CMO | LBMC

Maria Robinson

Head of Marketing | Reltio

Chip Rodgers

Chief Partner Officer | WorkSpan

Andrés Roselló

Head Of Global Marketing
| Cognex Corporation

Kevin Ruane

CMO | Precisely

Kristin Russel

CMO | symplr

Itamar Sabo

VP, Marketing | SailPoint

Heather Salerno

CMO | Appcast

Melissa Sargeant

Head of Marketing | Lumaverse
Technologies

EJ Schmidt

4x VP Global Marketing | ILS,
Stratus, Intralinks, Hitachi

Lawrence Schwartz

CMO & EVP | Körber Supply
Chain Software

Kevin Sellers

CMO | Avalara

Gary Sevounts

CMO | Simpplr

Ellina Shinnick

CMO | HUB International

Amanda St L Jobbins

Global CMO & Director Strategic
Partners | Vodafone Business

James Stanton

SVP, Marketing | Curalinc Healthcare

Rebecca Stone

SVP, Customer Solutions
Marketing | Cisco

Bill Strawderman

CMO | GS1 US

Jeff Trattner

CMO | Construct Advisory

Misty Walsh

VP, Marketing | Centric Consulting

Dori White

VP, Marketing | Previously,
Colibri Group





Lisa Goldson Armstrong

SVP and CMO | Global Industrial Company

CMO Super Power

Delivering 2x growth

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Lisa is a business executive with a track record of helping B2B and B2C companies achieve accelerated revenue growth and profitability. With a rich background in brand development, corporate strategy, and technology, her contributions have significantly influenced businesses' market positioning and growth trajectories. Her approach centers on leveraging digital transformation to foster innovation and customer-centric solutions. Lisa has empowered teams to spearhead digital initiatives, ensuring products and services resonate with the evolving demands of global markets and customer needs. Her expertise in branding and design has been instrumental in crafting compelling messaging and storytelling aligned with sustainability and social impact.



Marca Armstrong

Head of Marketing & Customer Experience | Sensera Systems

CMO Super Power

Building teams to scale business growth

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Marca has a passion for developing strategies in B2B businesses that align messaging, build brand awareness, and transform the customer experience. 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 and drive incremental profit and growth. She knows how to put the right talent in the right job in order to successfully scale a business whether an established multinational corporation or a 10-year old start-up. She is passionate about giving back as a volunteer in her community and leans into time spent outdoors as a way to derive new and creative ideas.



Cary Bainbridge

CMO | ABM Industries

CMO Super Power

Connectivity across functions to deliver new offerings

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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 21 years with ABM, she has led corporate and business-segment marketing and sales operations teams, is launching her second major brand initiative in 2025 while continuing to oversee the integration of several acquired brands in the US, UK, and Ireland.





Laura Beaulieu

VP, Marketing | Holistiplan

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 13 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 | Conga

CMO Super Power

Data-driven growth

Andrew Bennett is the Chief Marketing Officer at Conga and leads the global marketing organization in driving awareness and demand for Conga's products and platform. Previously, Andrew built and led Smartsheet's commercial sales, demand generation and marketing functions, helping drive the company's revenue from \$18m to over \$1B. 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. 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 hyper-growth and scale-up

Tom Bianchi is an international marketing leader with almost 20 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 | IDG

CMO Super Power

Driving purpose deep into an organization

Michelle approaches every opportunity with purpose and passion. As an accomplished CMO, she has led transformations, built high-performance marketing organizations, and reinvigorated stagnant ones. She is a champion of the customer, representing them across all business facets. Michelle has served as the steward of iconic brands, crafting engaging narratives that influence behavior. With a strong data-driven focus, she builds programs that deliver desired outcomes and leads her company's Corporate Social Responsibility program. Michelle's career spans decades, including roles with small PE-backed firms and large publicly traded companies. Her greatest achievements are nurturing and developing future leaders, especially from underrepresented communities.



Dave Bornmann

CMO | Higher Logic

CMO Super Power

Using limited resources to build 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 Chief Marketing Officer 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. She previously worked at Merrill Lynch (Marketing), Colgate-Palmolive (Brand Management), and early career days at McKinsey & Company. She has a BS from the Wharton School and an MBA from Harvard Business School.





Kevin Briody

CMO | Meteor Education

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.



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 28-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.

Gracey Cantalupo

VP, Marketing | Alpha II

CMO Super Power

Scaling brands to surpass market leaders

With over 15 years in marketing, Gracey transforms companies from product-market fit to category leaders. She builds high-performing marketing machines that double pipelines, boost close rates, and expand brand visibility. Gracey has played a pivotal role in two successful exits, including designing a Go-To-Market strategy as the first marketing hire at a SaaS startup, leading to exponential growth. She excels at building and mentoring teams, driving cross-functional alignment, and delivering high-impact marketing strategies that lead to scalable revenue growth.

Marni Carmichael

VP, 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.



Bindu Chellappan

SVP, Marketing Insights | Corpay

CMO Super Power

Brand strategy

Bindu's rich marketing experience spans multiple industries and three different countries. Her innovative approach to marketing and analytics is unmistakably leaving its mark. Bindu has played a pivotal role in launching the Global Insights & Analytics Center of Excellence at her company, Corpay. This initiative greatly amplifies her company's capabilities to pinpoint high-ROI marketing and analytics opportunities, turning data into actionable insights that drive forward momentum.



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, multi cultural environments. She specializes in creating global B2B, B2C, 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.





Kristin Christensen

EVP, Sales + Marketing | AEX
Convention Services

CMO Super Power

Transformational leadership

Kristin is a brand evangelist, growth fanatic, and change catalyst at heart. Her expertise lies in driving business transformation and brand strategies that propel capital-efficient growth for PE-backed firms and large-cap public entities. With a background in software and tech, Kristin has led turnarounds, exits, and growth transformations, helping brands get 'unstuck.' As an 11x growth achiever, she knows how brand power drives demand and stronger sales pipelines. Kristin excels in building and scaling marketing teams, implementing new systems, and embracing emerging trends, tech, AI tools, and automation.



Putney Cloos

CMO | Bombora

CMO Super Power

Energizing the team

Putney is a proven B2B marketing leader with a track record of building scalable strategies that engage key customer segments and drive profitable revenue. With 20 years of experience across the full spectrum of marketing disciplines, Putney focuses on driving alignment and reducing friction across the marketing system to maximize total impact. At American Express, she pioneered data driven demand gen and ABM for middle and large market segments, and as the CMO of Cision, she built the company's first account-level data strategy. Putney is known for building results-driven roadmaps and investing in cross functional partnerships.



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 in a wide range of categories, like financial services, consumer packaged goods, and health and wellness, among others.





Lorie Coulombe

SVP, Marketing | Equity Shift

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 a leader with more than two decades of diverse experience, Lorie has been responsible for building high-performing teams to drive business performance and deliver results for global products and brands. As SVP of Marketing at Equity Shift, Lorie is responsible for creating and accelerating their marketing strategy. She is focused on driving the company's vision and purpose to enable private entities to execute corporate transactions and business events in capital markets using digital process automation.



Jared Cruce

Executive Marketing Leader, Brand Strategist | Independent

CMO Super Power

Revenue-driven storytelling

Jared is a Marketing and Brand leader with a strategic mindset and a proven ability to build and mentor dynamic, high-performing teams that collaborate, and align with their passions. He has lead performance marketing campaigns, strategic brand initiatives, and driven growth through data-driven insights into consumer behavior. With expertise in brand management, direction and award-winning storytelling, Jared aligns brand strategy with business goals while managing budgets to ensure the health and sustainability of projects. He brings clarity to complexity, leads with a strong sense of ownership, and drives decisive action across global teams, ensuring both brand impact and long-term business success.



Warren Daniels

VP, Growth Marketing | 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 26 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

Mining data to produce strategic decisions

Lesley Davis has over 15 years of expertise in marketing, specializing in brand strategy, public relations, crisis communications, digital marketing and strategic planning focused on geographic, sales and headcount growth. As Chief Marketing Officer of Waggoner, Lesley leads all aspects of the firm's marketing operations, from brand positioning and communications to overall revenue expansion strategies. Prior to joining Waggoner, Lesley was an integrated account executive at a marketing agency and led various marketing efforts for clients ranging from local businesses to Fortune 500 companies.

Jan Deahl

Executive Director, Head of Marketing | Drake Star

CMO Super Power

Executive alignment and revenue growth

Jan Deahl builds marketing efforts to build businesses. He is a marketing leader with deep financial services expertise who has run global marketing efforts at both large financial institutions and lean FinTech firms. Jan is 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.

James (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.





Karen Feldman

Chief Marketing Officer | IBM Consulting

CMO Super Power

Leading data-driven teams

Karen is a business and marketing leader passionate about data-driven marketing and storytelling. She combines her experiences in strategy, marketing, and sales across the technology, media, and telecommunications industries. Karen works daily to motivate teams to deliver innovation through the integration of creativity, data, and technology. Her specialties include data-driven marketing and storytelling, advanced analytics, market and competitive analysis, and growth/marketing strategies.



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.



Matt Fisher

VP, Marketing | SHI

CMO Super Power

Building high performance teams

Matt has a proven track record in transformational leadership of marketing organizations, enhancing marketing effectiveness and share of voice in competitive markets. At SHI, he has focused on building a robust marketing organization to partner with sales teams and drive ambitious revenue growth, even in challenging economic conditions. He consolidated multiple disparate marketing teams into a unified 150-member function, including Growth, Product Marketing, Events, Partner Marketing, Creative Services, and Marketing Operations. This team supports eight sales divisions, 17,000 customers, and numerous vendor partners with multi-channel marketing programs that boost retention, increase share of wallet, and generate new account opportunities.





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. As CMO of SADA (An Insight company), Narine 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 through her work with the Children's Hospital Los Angeles, American Cancer Society, Strobila Foundation, and more. Narine is also a facilitator of #IamRemarkable, which empowers women and underrepresented groups to speak openly about accomplishments in the workplace.



Jakki Geiger

3x CMO | Reltio, Pyramid Analytics, Hazelcast

CMO Super Power

Ramping up growth

Jakki is a high-energy, growth-minded, customer-focused, and results-driven B2B marketing executive. With 20+ years of experience boosting brand awareness, driving customer advocacy and building pipeline, she held leadership roles at 4 successfully acquired venture-funded start-ups, 2 scale-ups (each secured \$120M in funding) and a mid-size company where she contributed to double digit growth. She has a passion for building new market categories and go-to-market strategies that drive rapid revenue growth, coaching and developing teams, and driving cross-functional collaboration. Jakki's marketing expertise includes launching differentiated brand identities and websites, product positioning, messaging and launches, content, thought leadership, demand gen, ABM and social media.



Jamie Gier

CMO | DexCare

CMO Super Power

Igniting marketing for scalable growth

Jamie loves building brands that inspire people to be their best. She has worked with leading tech companies who 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, and 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.



Julia Goebel

CMO | Komodo Health

CMO Super Power

Building high-performing teams to unlock bottom-line impact

Julia is a three-time CMO and demand creation specialist for software and services businesses. Her experience spans from privately-held to publicly-traded companies. As the Chief Marketing Officer of Komodo Health, a technology platform company creating the new standard for real-world data and analytics, she is enthusiastic about sharing healthcare insights, developing talent, and optimizing the marketing mix. Born in New York, she considers Chicago her home and never misses a chance to get outside — running, golfing, and skiing.



Hannah Grap

SVP, Corporate Marketing | 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, 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

4x CMO | incl. Mimecast,
Carbonite, Acoustic

CMO Super Power

Sales-driving differentiation

As Former CMO of Mimecast, Norman Guadagno played 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.



Catherine Gutierrez

CMO | The CMO Agency, LLC

CMO Super Power

Scaling Growth

Catherine is a 20-year, award-winning global marketing executive and proud owner of The CMO Marketing Agency. She has a unique ability to get things done. Marketing is her world — she loves it more than a good book, gym session, and chocolate chip cookie combined. Clients crave value, and she infuses it into every word, using battle-tested storytelling to bring brands to life. That's how she creates award-winning marketing that spikes sales, a formula she's mastered many times over.





Robert Hackl

President & CMO | MCE

CMO Super Power

Disrupting legacy markets

Robert is a global business builder with a successful track record of driving impact in competitive technology companies across all stages — growth, mature, and turnaround markets. Currently Global President and CMO for MCE Systems, Robert has experience across Europe and The Americas and is recognized as an industry thought leader. This comment summarizes his impact: “Robert led our organization to achieve things we never thought possible and redefined industry rules.” He held key roles at T-Mobile, Sprint, Vodafone, Deutsche Telekom, and McKinsey, delivering over \$50B in shareholder value. He earned a PhD in Marketing from the University of Vienna and an MBA from Kellogg.



John Hale

CMO | Consilio

CMO Super Power

Driving innovation

With over 20 years of experience as an Executive Marketing Leader, John has an extensive background in driving innovative, growth-focused initiatives for Fortune 500 organizations. He has leveraged his expertise in strategic implementations, ROI acceleration, and DEI. John is well-versed in brand strategy and execution, operational scalability, and budget management. His passion lies in building high-performing teams to achieve aggressive business goals.



Kelly Hopping

CMO | Demandbase

CMO Super Power

Deploying high-impact MarTech

Kelly Hopping is the CMO of Demandbase, where she is responsible for differentiating the go-to-market platform, increasing brand presence, and accelerating the acquisition and conversion of customers. Before Demandbase, Kelly honed her start-up skills as the first CMO at HYCU, a venture capital-backed data protection SaaS company. Prior to HYCU, Kelly served as the CMO for the Digital Markets division of Gartner where she managed a portfolio of brands — Capterra, GetApp, and Software Advice. She holds an MBA from Harvard Business School and a Bachelor of Science in Industrial Engineering from Texas A&M University.





Grant Johnson

CMO | CMO Mentor

CMO Super Power

Marketing performance optimizer

Grant is a 5X 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, Billtrust, Cylance, Kofax, PEGA, FileNet and Symantec. He's been 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, GenAI, AP, RPA, BPM, CRM, CX, Workflow Automation, Industry Verticals, SMB, Mid-market, Government and Enterprise markets.

Kathie Johnson

CMO | Sitecore

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 who 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.





Beth Kirsch

VP, Marketing | Plasmidsaurus

CMO Super Power

Building & empowering high-performing teams

Beth is a transformational marketing executive with a track record of successful B2B strategies that drive enterprise value. She creates profitable revenue growth through a mix of growth, brand, data-driven, and product marketing strategies. Beth is skilled at communicating strategy and advocating for marketing growth across leadership. Passionate about scaling companies and building high-performing teams, she has led strategy for four successful exits, including Audible (acquired by Amazon) and Pipedrive (acquired by Vista Equity Partners). Her mission is to empower teams and enable companies to achieve their vision.

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 | SentinelOne

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 their 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 Chief Marketing Officer at Cornerstone, where he leads the company's global marketing function, including global field and digital marketing, product marketing and brand and customer advocacy. With more than 25 years of leadership experience in the global technology industry, Bernd has a proven track record in developing and executing go-to-market plans that have resulted in double- and triple-digit revenue growth across SaaS organizations. He is a recognized forward-thinker leveraging analytics, technology, and creativity to deliver growth and a sustainable revenue path.





David Levy

SVP & CMO, U.S. Market | Foundever

CMO Super Power

Strategic orchestration

David is a strategic marketing executive with 25 years of experience, currently serving as Senior Vice President and Chief Marketing Officer for the U.S. Market at Foundever. He leads integrated strategies focused on client acquisition, retention, and growth, from brand to demand, driving innovation and performance. With a diverse background in both B2B and B2C marketing, David has held leadership roles at WPP and IPG agencies, as well as marketing technology startups. His experience spans working with startups, nonprofits, and Fortune 500 brands. David lives in Salt Lake City with his wife and their dog, Franklin.



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 channel, 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, Marketing & Communications
| Center for Internet Security

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. As the VP of Marketing & Communications for 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.



Ajay Manglani

COO | TIE Silicon Valley

CMO Super Power

Community building

Ajay is an award-winning marketing and GTM leader, trusted by CXOs and board members. He turns great products and ambitious goals into scalable, sustainable, customer-centric revenue growth. For over 20 years, Ajay has helped Fortune 500 giants and high-growth pre-IPO AI and B2B SaaS companies break the scale barrier by crafting data-driven GTM strategies that transform prospects into evangelists and millions into billions. His superpower lies in seamlessly orchestrating marketing, sales, product, and success teams to create a harmonious, revenue-generating ensemble – a skill that has proven pivotal in driving organizational success.



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 who 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 is an experienced executive with a demonstrated history of building and leading high-functioning sales, customer success, marketing, and revenue enablement teams. She has proven success launching and growing new products, solutions, and business units, as well as creating and implementing go-to-market strategies. She has over 15 years experience in the digital marketing and advertising space and is a strong media and communications professional with a Bachelor's degree focused in English Language and Literature/Letters from Indiana University Bloomington.



Ali McCarthy

Co-Founder & Owner | Amplify Your Voice Studio

CMO Super Power Strategy

As a CMO with a Ph.D. in Emotional Intelligence, Ali amplifies brands through a mix of marketing acumen and insights into human emotions. Believing marketing is about relationships and revenue, Ali helps firms transform ineffective strategies into purpose-driven growth. With extensive experience in the financial services sector, Ali founded Amplify Your Voice to align marketing with client needs and team goals. Ali is known for leading impactful marketing transformations and driving revenue growth. Ali also excels in administering emotional intelligence assessments and leading workshops to enhance team performance and client engagement.



John McKinney

Director of Marketing & Partnerships | Cornerstone Licensing

CMO Super Power

Building effective partnerships

John is a seasoned marketer with extensive experience in digital marketing, go-to-market strategies, and business growth. He is passionate about driving growth through innovative, data-driven approaches. His love for behavioral psychology enables him to craft compelling marketing campaigns that resonate with target audiences and achieve remarkable results. John has successfully led numerous marketing initiatives, generating significant revenue growth and enhancing brand visibility for various organizations. He is committed to staying at the forefront of marketing trends and leveraging the latest technologies to deliver exceptional outcomes.





Will Meier

VP, Marketing | FM (Film & Music LLC)

CMO Super Power

Brand management

Will Meier has a diverse work experience in various marketing roles. Currently, Will serves as the VP of Marketing at FM overseeing a house of brands. Will's early career includes positions at the AT&T Performing Arts Center, Uproar Records, Art House Dallas, and Agency Entourage. He earned a degree in Music and Entertainment Marketing from Baylor University, with an emphasis on Film & Digital Media.

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.

Brendan Miller

CMO | Runa

CMO Super Power

Growing FinTechs

Brendan is an ex-payments analyst with experience growing fintech startups into Fortune 500 payment companies. He has seen the patterns and challenges of rapid scaling, bringing unique insights from working with multiple companies in the industry. Brendan provides frameworks to operationalize growth and predict commercial obstacles. He has a proven track record of formulating and leading marketing strategy and executing global growth programs. His expertise spans product-led growth, developer relations, enterprise sales, rebranding, communications, fixing demand, overhauling messaging, and more.





Jon Miller

Founder | Stealth Startup

CMO Super Power

Synthesizing lots of information and explaining it simply

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Jon Miller is an entrepreneur, industry thought leader, and keynote speaker with 25+ years experience at the world's disruptive marketing technology platforms. He is currently the founder and CEO of a new start-up, looking to use AI to reimagine B2B martech. Previously, he was CMO at Demandbase, which he joined as part of the merger with Engagio, where he was founder and CEO. Before that he co-founded Marketo, where as CMO he helped the company achieve an IPO and category leadership. He holds a degree in physics from Harvard and an MBA from Stanford.



Laurie Mitchell

SVP, Global Alliances & Partner Marketing | Wasabi Technologies

CMO Super Power

Building partnerships (internal and external)

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Laurie is a successful marketing leader having led diverse global teams and programs that drive pipeline in close partnership with sales. Laurie has 20+ years in roles driving partner alliances, channel programs, and field marketing, having created and managed alliance and channel programs from the ground up at several startups and evolving programs in larger companies. She has led partner program development, strategic relationship management, contract creation and negotiation, partner enablement and demand generation programs. Laurie has expertise in a variety of GTM models including single-tier reseller, systems integrators, two-tier distribution, OEM, and co-selling with partners.



Kay Moffett

Chief Marketing & Public Affairs Officer | Amplify

CMO Super Power

Brand & thought leadership

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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 skillset, 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.





Gail Moody-Byrd

VP, Marketing | LinkedIn Sales Solutions

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 Technology, Inc.

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.



Scott Morris

CMO | Sprout Social

CMO Super Power

Scaling SaaS

Scott is a senior marketing executive with extensive B2B and B2C experience leading strategic marketing and communication initiatives globally to help businesses scale. He has expertise in brand-building and developing a growth-focused demand engine, underpinned by a solid product marketing foundation. Scott excels at enabling marketing organizations to tell compelling stories, collaborating with sales teams to achieve measurable results, and influencing product roadmaps. His leadership style is collaborative yet decisive. He is committed to continuous learning and staying updated on industry trends, tools, and best practices to drive innovation and success in marketing strategies.





Joy Neely

Chief Commercial Officer | Medvantx

CMO Super Power

Aligning Marketing & Sales

Joy Neely brings over twenty years of diverse commercial experience in healthcare, spanning pharmaceuticals, diagnostics, patient services, pharmacy, and health technology. Recognized for a passion for coaching and people development, Joy is a leader who brings a unique and authentic style to the workplace. She is known for her enterprising vision, passion, accountability, and continuous drive for improvement while delivering results. Joy has recently transitioned from large companies to start-ups, thriving in these smaller organizations where processes can be driven and scaled.



Patti Newcomer

CMO | Centerbase

CMO Super Power

Strategic nimbleness

Patti is an accomplished marketing executive with a unique analytical background and expertise in product marketing, demand generation, customer communications, brand strategy, and consumer research. She has transformed multiple marketing organizations to be business outcomes-focused with strong employee engagement. She has a passion for telling a differentiated brand story in the B2B space focused on the customer benefit and emotional outcomes. She is a strong collaborator across the organization and is most proud of the teams she's built, the leaders she's developed, and the relationships that continue to flourish with people that she's worked with over her decades-long career.



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, 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.

Chandar Pattabhiram

Chief Go-To-Market Officer | Workato

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, in 2017 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.





Marshall Poindexter

CMO | yorCMO | S.M. Poindexter & Associates

CMO Super Power

Leading and developing high-performing marketing teams

Marshall helps Biotechnology, Medical Technology, and Healthcare Technology B2B software and device companies go-to-market in radically innovative ways that bring about significant reputation and revenue improvements ranging from \$15M to \$15B+ annually. He has architected, established, expanded, and grown organizations' Marketing strategies and created high-performing Marketing Teams to empower 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 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 multi-billion-dollar growth.

Marni Puente

SVP and CMO | SAIC

CMO Super Power

Translating marketing to the C-Suite

Marni is an innovative marketing leader with extensive experience in shaping and managing promotional strategies across various industries. She excels in increasing revenue and enhancing customer engagement with targeted, cost-effective campaigns. A versatile leader, Marni is skilled in integrated marketing and attuned to market trends, particularly in B2B marketing. She holds a Master of Science in Communication Management from Towson University and a Bachelor's degree from Johns Hopkins University. Marni is dedicated to fostering an inclusive work environment, advocating for individuals with disabilities, and serving on panels such as Women in Technology. Outside work, she enjoys family time with her husband, two young boys, and their dog, Molly.





Michelle Puleio

VP, 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.



Lakshmi Randall

Industry and Partner Marketing Leader | Informatica

CMO Super Power

Curiosity

Lakshmi's distinctive background sets her apart from the crowd. She has a multi-disciplinary leadership background that spans marketing, sales, and industry analysis. Her leadership experience ranges from start-ups to organizations with 50+ employees. Lakshmi is known for her strategic thinking, with a focus on big-picture perspectives and data-driven results. She is passionate about fostering a culture that embraces the "why" as much as the "what" and "how," and she is committed to diversity and inclusion. Additionally, she has proven experience in product, industry, and partner marketing.



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 captured 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. Maria brings an entrepreneurial vision and 'can do' attitude to go-to-market initiative and an executive stature that inspire teams to high performance. Collaborative, entrepreneurial and self-motivated, Maria possesses an understanding of the dynamics of high-growth companies and the ability 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.



Andrés Roselló

Head Of Global Marketing | Cognex Corporation

CMO Super Power

Driving organizational change

Andres Rosello is the Head of Global Marketing at Cognex, a \$1B technology innovation company and the world's leader in machine vision. Prior to joining Cognex, he served as an Account Director for Holland-Mark, a brand strategy agency for early stage tech companies. He later joined Forrester Research as a Marketing & Strategy Consultant helping Fortune 500 companies transform their marketing organizations. Most recently, Andres served as VP of Corporate Marketing at PTC, a \$2B SaaS leader in digital transformation. Andres is a graduate of CSUN, holds an MBA from the Sawyer Business School and is a strategic business leader with 20+ years of experience driving business results in a diverse set of marketing roles.





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 | SailPoint

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

Head of Marketing | Lumaverse Technologies

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 special emphasis in 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

4x VP Global Marketing | ILS, Stratus, Intralinks, Hitachi

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.





Lawrence Schwartz

CMO & EVP | Körber Supply
Chain Software

CMO Super Power

Transformational strategy

Lawrence is an innovative and transformational Global Marketing Executive with 15+ years of experience across industries and technologies, including AI, Machine Learning, Cloud, Data Management, Sustainability, and Operational & Process Software. He has a history of scaling programs from the ground up, managing \$30M budgets, building teams of 75+, and growing high-margin B2B businesses from \$100M to \$1B. A thought leader and results-driven professional, Lawrence excels in demand generation, optimizing ROI, and collaborating with sales on go-to-market strategies. Early in his career, he tackled one of NASA's top five technology challenges, advancing to senior engineer roles in Telecom, Aerospace, and Defense.



Kevin Sellers

CMO | Avalara

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 that 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 | Simplr

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 \$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

Ellina's strategic acumen continuously drives dynamic business results for HUB International. As Chief Marketing Officer since 2017, she has transformed the marketing department into a world-class Center of Excellence with over 100 marketing professionals and has taken what is usually seen as a cost center and turned it into a brand-building revenue driver. Her relentless curiosity in answering the question "so what, now what" inspires her team and her colleagues to pursue the unexpected in delivering creative ways to stand out in a crowded industry by always leading with how HUB can help clients protect what matters most.



Amanda St L Jobbins

Global CMO & Director Strategic Partners | Vodafone Business

CMO Super Power

Global brand building

Amanda St L Jobbins is a highly accomplished marketing executive with a wealth of experience in marketing and strategic partnerships. Prior to joining Vodafone, Amanda has held senior marketing roles at Infor, Oracle, Dell, Cisco, and a number of other multi-national corporations. Over recent years, as a Digital and GTM-focused Board Member, she has helped organizations, large and small, with their go-to-market strategies and international ambitions. Amanda's passion for technology innovation translates into the marketing sphere as an ambition to reimagine how the newest tech can enhance campaigns, propositions and marketing operations.



James Stanton

SVP, Marketing | Curalinc Healthcare

CMO Super Power

Building performance cultures

Equally left and right brained Go-To-Market executive who has built a career helping companies foster a culture of growth through shared purpose. Proven track record of combining a rigorous sales methodology with creative marketing efforts and innovative product strategy to out-perform expectations. Cross-functional leader and creator of customer-centric experiences — applying data-driven insights to identify/address performance gaps. Keen ability to simplify complex B2B and B2B2C business problems and ignite brands. Recognized as a practical optimist.





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.



Jeff Trattner

CMO | Construct Advisory

CMO Super Power

Aligning strategy, execution, sales, and marketing

Jeff leads B2B businesses and marketing teams through strategic transformations that deliver measurable growth, particularly within commercial and industrial sectors. He excels at developing and executing innovative strategies that establish market leadership while synchronizing sales and marketing efforts. Jeff believes that the right insights drive impactful actions, ensuring seamless execution for both revenue and market share expansion. By aligning strategy with execution, Jeff helps companies leverage technology to unlock their full potential and achieve sustainable success.





Misty Walsh

VP, 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.

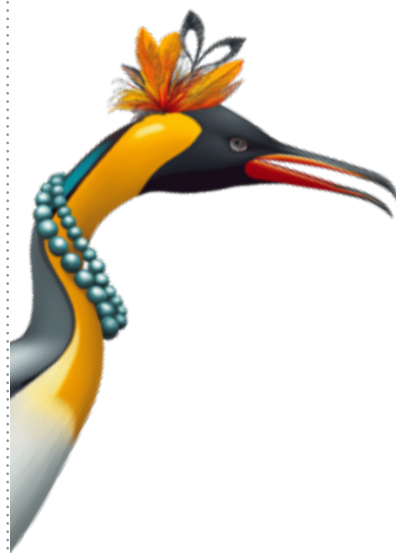
Dori White

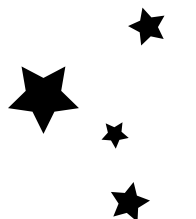
VP, Marketing | Previously, Colibri Group

CMO Super Power

Driving brand and demand

Dori is a marketing executive who has generated over \$1 billion in revenue for large enterprises and PE-backed firms. She specializes in driving brand-to-revenue strategies that deliver impactful results across various audiences, geographies, and industries, including SaaS, Conversational AI, E-Learning, Financial Services, and Healthcare. Dori has a proven ability to build, develop, and lead global teams to execute data-driven marketing programs. Her leadership extends beyond corporate environments into nonprofit work, where she has spearheaded fundraising efforts, mentored emerging leaders, and championed programs that impact youth and under-represented populations.





ABOUT



CMO Huddles

As the #1 B2B CMO community, CMO Huddles is where savvy marketing leaders learn, network, and grow their brands. Dedicated to the long-term success of B2B leaders, CMO Huddles supports them in their jobs and when they're in transition. Some Huddlers call it "a safe place to share, care, and dare each other greatness." We just say it's "flocking awesome."

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. Here's how:

Huddles: Join expert-led meetings to share challenges, leadership obstacles, inspiration, and tough decisions.

Networking: Connect with peers via matched 1:1s, roundtables, Slack, in-person lunches and conferences.

PR Coverage: Get recognized and amplified as a leader via CMO Huddles Studio, Renegade Marketers Unite podcast, Tuesday Tip videos on LinkedIn, and more.

For more information, visit
CMOHuddles.com.



Renegade Marketing

RenegadeMarketing.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, RenegadeMarketing.com offers a wide range of savvy content including:

Podcasts: Published every Friday for the last eight 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: RenegadeMarketing.com founder Drew Neisser has authored two highly acclaimed books, The CMO's Periodic Table and Renegade Marketing: 12 Steps to Building Unbeatable B2B Brands.

For more information, visit
RenegadeMarketing.com.

