

The
102

Top B2B
Marketing
Influencers
of 2025



Being a B2B marketing leader in 2025 is not for the faint of heart or the slow of reflex.

Buying patterns shift like Antarctic ice sheets. CFOs still worship at the altar of efficiency. Budgets are trimmed, tucked, and interrogated like suspects in a noir thriller. Meanwhile, expectations for growth just keep climbing as if gravity suddenly stopped working.

Board members want answers. Private equity wants miracles. And job security? Let's just say penguins in a heatwave have it easier.

Then there's GenAI. It's no longer a toy or a test: it's infrastructure. It's rewiring how marketing gets done. Strategy, content, sales enablement, customer experience, and every touchpoint now have an algorithmic fingerprint. And just when CMOs thought they had enough plates spinning, here comes AI tossing in a few flaming batons.

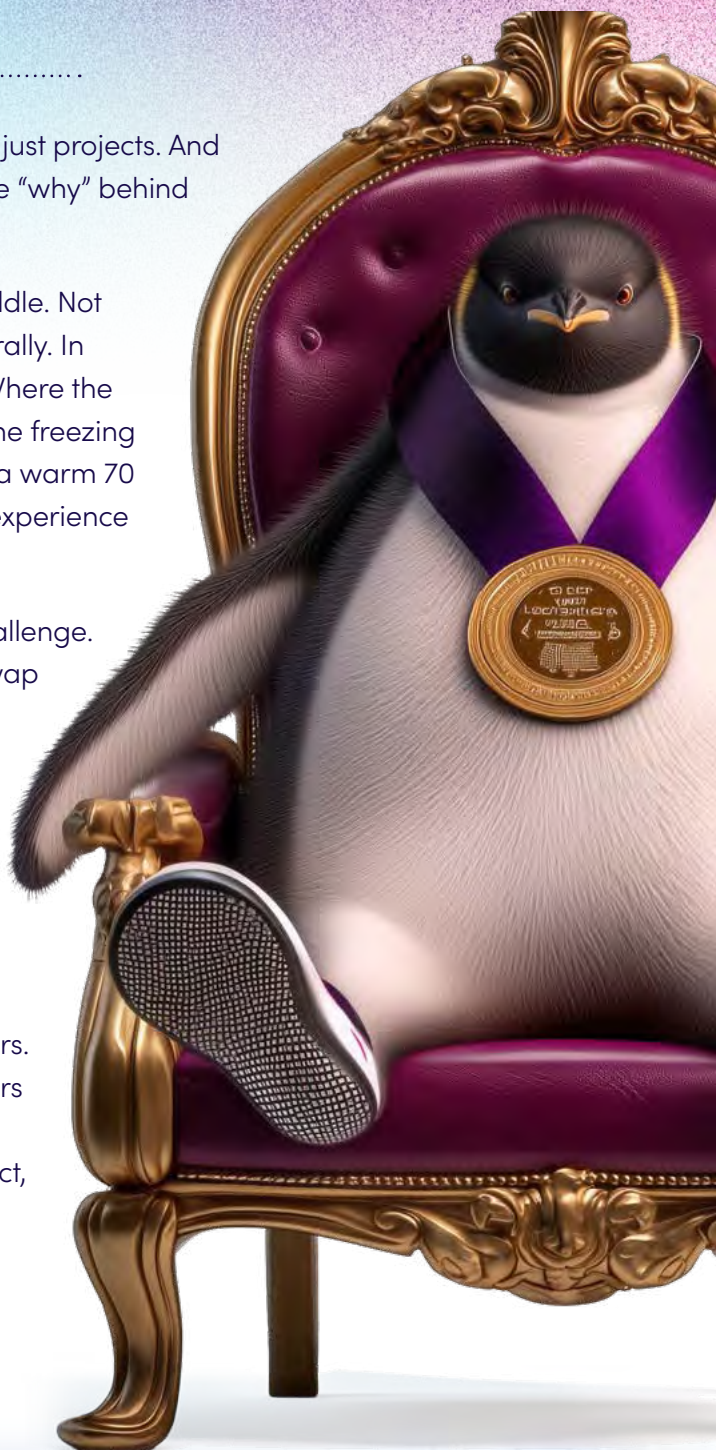
The savviest CMOs aren't trying to do everything. They're focused on what only they can do. They delegate like pros, back their teams like coaches, and build cultures that reward learning, not lip service. They make

time for people, not just projects. And they never forget the "why" behind the work.

Most of all, they huddle. Not metaphorically. Literally. In small, safe circles. Where the temp swings from the freezing pressure outside to a warm 70 degrees of shared experience and support.

They listen. They challenge. They laugh. They swap hard-won lessons before they're lost to LinkedIn vapor.

That's the spirit we celebrate in this year's Top 102 B2B Marketing Influencers. These are the leaders reshaping the role, redefining the impact, and reminding all of us that marketing done right is still the engine of growth.



The Marketers

Mark Abramowitz

CMO | Dataiku

Heather Adkins

CMO | Trimble

Ellie Ahmadi

CMO | MarketBridge

Marca Armstrong

Head of Marketing & Customer
Experience | Sensera Systems

Cary Bainbridge

CMO | ABM Industries

Alisa Barber

CMO | Paysafe

Michelle Boockoff-Bajdek

CMO | Sitecore

LaToya Bowlah

SVP, Marketing | Vestwell

Lauren Boyman

CMO | KPMG US & Americas

Sara Braun

CMO | Forta LLC

Allison Breeding

CMO | Direct Travel

Kevin Briody

Principal | DisruptedCMO

Denise Broady

CMO | Collibra

Heidi Bullock

CMO | Tealium

Michael Callahan

CMO | Salt Security

Fredrik Carlegren

VP, Head of Marketing &
Communications | Toshiba Global
Commerce Solutions

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VP, Marketing | ImageSource, Inc.

Carlos Carvajal

CMO | Anaqua

Caitlin Cassady

VP, Marketing | Beyond

Nikhil Chawla

Chief Customer & Marketing Officer
| Resilience

Bindu Chellappan

SVP, Marketing Planning & Analysis
| Corpay

Putney Cloos

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Joe Cohen

Chief Marketing & Communications
Officer | AXIS

Lisa Cole

Chief Product, Marketing &
AI Officer | 2X

Lorie Coulombe

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Andrew Cox

CMO | Forrester

Betsy Daitch

VP of Marketing | Canoe Intelligence

Lesley Davis

CMO | Waggoner Engineering, Inc.

Andy Dé

CMO | Lightbeam Health Solutions

Jan Deahl

Executive Director, Head of Marketing
| Drake Star

Mandy Dhaliwal

CMO | Nutanix

James (JD) Dillon

Chief Marketing & Customer
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Eric Eden

Founder | Thinking Deeply AI

Jean English

CMO | CoreWeave

Peter Finter

CMO | KX

Celia Fleischaker

CMO | Conga

Narine Galstian

CMO | SADA

Jakki Geiger

CMO | Arango

Jamie Gier

4x CMO, Founder | Flint & Fuel Advisory

Adriana Gil Miner

CMO | Pindrop

Julia Goebel

CMO | Former Komodo Health, Symplr,
Halo Health, Benefit Express

Alan Gonsenhauser

Interim CMO, Fractional CMO, CMO
Executive Advisor | Demand Revenue

Hannah Grap

SVP, Corporate Marketing & Comms
| Proofpoint

Charles Groome

VP, Marketing | Insightful

Norman Guadagno

Fractional CMO, Partner | TechCXO

John Hale

CMO | Consilio

Shekar Hariharan

SVP, Marketing | HG Insights

Allyson Havener

VP, Marketing | HG Insights

Kelly Hopping

CMO | Demandbase

Joan Jenkins

CMO | Mindtickle

Grant Johnson

CMO | Chief Outsiders

Kathie Johnson

Founder & CMO | Accel Growth Partners, LLC

Julie Kaplan

CMO | Higher Logic

Amy King

CMO | Relias

Katrina Klier

CMO & Senior Managing Partner
| Sage Strategy Group

Monica Kumar

EVP & CMO | Extreme Networks

Sara Larsen

VP, Marketing | Wolters Kluwer

Bryan Law

CMO | SentinelOne

Josh Leatherman

CMO | Cyderes

David Levy

SVP & CMO, U.S. Market | Foundever

Dan Lowden

CMO | BLACKBIRD.AI

Shirley Macbeth

CMO | EXL

Laura MacGregor

CMO & Principal | Savvy Marketing Works

Ajay Manglani

COO | TIE Silicon Valley

Melanie Marcus

Chief Marketing & CX Officer
| Surescripts

Ali McCarthy

CMO | Asset-Map

John McKinney

Director, Marketing & Partnerships
| Cornerstone Licensing

Will Meier

VP, Marketing | FM (Film and Music LLC)

Amy Messano

CCO | Thomson Reuters

Brendan Miller

CMO | Runa

Jon Miller

Founder | Stealth Startup

Kay Moffett

Chief Marketing & Public Affairs
Officer | Amplify

Jeff Morgan

VP, Digital Marketing | Domo

Scott Morris

CMO | Sprout Social

Sarah Nabors

CMO | Center for Creative Leadership

Joy Neely

Chief Commercial Officer | Medvantx

Patti Newcomer

SVP, Head of Marketing, EverPro
| EverCommerce

Paige O'Neill

CMO | Culture Amp

Sandy Ono

EVP & CMO | OpenText

Jeff Otto

CMO | Riskified

Isabelle Papoulias

Head of Strategic Ops & Marketing
| EliteOps

Denise Persson

CMO | Snowflake

Chris Pieper

VP, Marketing | ADP

Marshall Poindexter

CMO | yorCMO | S.M. Poindexter
& Associates

Marni Puente

SVP & CMO | SAIC

Michelle Puleio

VP, Marketing | SageWater

Lakshmi Randall

GTM Strategist | Fractional CMO
Services - Independent Consultant

Suzanne Reed

CMO | LBMC

Chip Rodgers

Founder & Host | Inside Partnering

Christine Royston

CMO | Wrike

Kevin Ruane

CMO & EVP, Engage Business Unit
| Precisely

Kristin Russel

CMO | symplr

Kris Salazar

VP, Marketing | Appcast

Gary Sevounts

CMO & Growth Architect | Native AI
& Cybersecurity Companies

Ellina Shinnick

CMO | HUB International

James Stanton

SVP, Marketing | CuraLinc Healthcare

Rebecca Stone

SVP, Global Revenue Marketing | Cisco

Charles Studt

CMO | Sendbird

Lynn Tornabene

Chief Marketing & Product Officer
| Anteriad

Misty Walsh

VP, Marketing | Centric Consulting

Guy Yalif

Chief Evangelist | Webflow

Julie Zawacki-Lucci

Director, Marketing | NeuGroup



Mark Abramowitz

CMO | Dataiku

CMO Super Power

Turning Complexity Into Clarity

Mark Abramowitz is CMO at Dataiku, an AI and analytics platform. He has spent his career helping great technology companies like ServiceNow and Salesforce grow by telling a better story that connects product to platform, features to outcomes, and marketing to the business strategy. What he loves most is the challenge of turning complexity into clarity and building teams that make bold ideas real. At ServiceNow, Mark helped shift the company from a product-led IT focus to a solutions-led, platform-first go-to-market strategy, repositioning around business outcomes, expanding beyond IT into security, HR, and CRM, and making AI real through launches like Now Assist and AI agents.



Heather Adkins

CMO | Trimble

CMO Super Power

Connecting Brand to Demand

Heather Adkins is a customer-centric, data-driven growth leader with extensive experience evolving marketing and brand strategies to accelerate revenue and market growth. She has a passion for driving change and innovative new ideas, with broad industry experience including technology, financial services, telecom, and professional services. She is known for harnessing the power of AI to lead large scale marketing transformations and is skilled at connecting brand to demand, developing go-to-market motions, pioneering account-based marketing strategies, and driving sales and marketing alignment. Heather holds a BS in Marketing and an MBA from Florida State University.



Ellie Ahmadi

CMO | MarketBridge

CMO Super Power

Global Marketing Orchestration

Ellie Ahmadi turns “we should be winning” into “we’re dominating.” As the new SVP of Corporate Marketing at MarketBridge, and a 3x CMO, she has led market-shifting rebrands, overhauled GTM systems, and driven measurable revenue growth. Her career spans B2B & B2B2C marketing transformations, from rebranding mature organizations and untangling broken funnels to building GTM and operations foundations from the ground up. A blend of strategist and hands-on driver, Ellie ensures big ideas translate into measurable impact. She specializes in high-stakes transitions, new market entries, acquisition integrations, and evolving brands to match business ambition.





Marca Armstrong

Head of Marketing & Customer Experience | Sensera Systems

CMO Super Power

Build Strategies & Teams That Scale Business Growth

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Marca has a passion for developing strategies in B2B businesses that align messaging, value propositions and transform the overall 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. She is passionate about giving back as a volunteer in her community and to causes close to her and her family and leans into time spent outdoors as a way to derive new and creative ideas.

Cary Bainbridge

CMO | ABM Industries

CMO Super Power

Transforming Complexity Into Clarity, and Brands Into Growth Engines

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Cary Bainbridge is an award-winning Chief Marketing Officer with over 20 years of experience transforming brands, driving revenue growth, and building high-performing teams. At ABM, Cary has led corporate and business-segment marketing and sales operations, spearheaded the company's brand transformation, and integrated more than 20 acquisitions into a unified brand platform. Recognized for turning marketing into a growth engine, Cary blends strategic planning, data-driven insights, and customer-centric storytelling to deliver measurable impact. By fostering alignment across sales, marketing, operations, and culture, Cary ensures marketing drives both organizational transformation and bottom-line results.

Alisa Barber

CMO | Paysafe

CMO Super Power

Leading Transformation

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Alisa Barber is the CMO at Paysafe. Having joined the company in 2022, Alisa's focus is to drive global marketing initiatives, increase merchant acquisition for payment processing solutions, grow consumer engagement for wallet products, and strengthen the Paysafe family of brands. Before joining Paysafe, Alisa served as VP of Marketing and Demand at Verint, where she played a key role in advancing their customer engagement solutions. Prior to that, she spent over 17 years at FIS, holding various senior sales and marketing positions that demonstrated her ability to drive strategic growth and market presence in the financial services industry.





Michelle Boockoff-Bajdek

CMO | Sitecore

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.



LaToya Bowlah

SVP, Marketing | Vestwell

CMO Super Power

Bringing the Human to the Technical

LaToya Bowlah is the SVP of Marketing at Vestwell, the fintech platform transforming workplace savings benefits. With over a decade of experience scaling high-growth startups and global enterprises, she has led demand generation, go-to-market frameworks, and transformation programs that accelerated businesses including Arcadia, Nasdaq, and Bloomberg. Her expertise spans B2B, D2C, and emerging models, giving her a rare ability to bridge technical depth with customer insight and creativity. LaToya is known for bringing the human to the technical—turning complexity into clarity, and market momentum.



Lauren Boyman

CMO | KPMG US & Americas

CMO Super Power

Transforming Marketing Departments With AI

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.



Sara Braun

CMO | Forta LLC

CMO Super Power

Transformation via Strategy, Alignment, and Execution

Sara Braun is a strategic marketing leader and brand builder with a proven track record driving growth and profitability across B2B and B2C industries. Trained in CPG brand management and seasoned through executive roles in consumer goods, industrials, and family-owned and PE-backed companies, she blends data-driven insight with practical execution. As CMO of Forta Corporation, she is leading marketing transformation to accelerate growth and prepare the business for a successful sale. A collaborative leader and mentor, Sara is known for aligning teams, partners, and stakeholders around what matters most to deliver meaningful, measurable impact.



Allison Breeding

CMO | Direct Travel

CMO Super Power

Strategic Execution

Allison brings over 20 years of global marketing leadership experience to her role at Direct Travel. As Chief Marketing Officer, she leads the team in driving brand recognition and demand generation through customer-first strategies and data-driven marketing. Allison has a proven track record of increasing adoption and delivering measurable business impact, having previously led teams at Red Hat, Docker, and most recently as CMO of Apptio, an IBM Company. There, she transformed and scaled the revenue marketing practice, aligning it with the sales team with a strong focus on driving customer value. This led to significant year-over-year growth and the company's acquisition by IBM.



Kevin Briody

Principal | DisruptedCMO

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.





Fredrik Carlegren

VP, Head of Marketing & Communications | Toshiba Global Commerce Solutions

CMO Super Power Strategic Alignment

Fredrik Carlegren has a knack for communicating how innovation empowers retailers to serve their communities, enabling them to evolve with generations of consumers. He leads Toshiba's corporate marketing and communications as well as business development and strategic growth initiatives for the company. With 20+ years of experience, Fredrik offers a unique perspective based on his work in a cross-cultural, global context. His outside-in approach has led to the company's award-winning global brand marketing and communication efforts. He's an ally and executive leader supporting diversity, equity, and inclusion inside and outside the workplace. Before joining Toshiba in 2012, Fredrik held positions at IBM, Ericsson, and Hewitt Associates.

Marni Carmichael

VP, Marketing | ImageSource, Inc.

CMO Super Power Building and Empowering a Team

As the Head of Marketing at ImageSource, Inc., Marni Carmichael drives forward-thinking strategies that solidify the company's leadership in AI-powered process innovation and customer experience automation. Leveraging deep collaboration with industry analysts and key stakeholders, Marni shapes strategic positioning and influences product and go-to-market initiatives. Her leadership in content marketing, market analysis, and multi-channel engagement ensures the company remains aligned with evolving market demands and customer needs. Marni's innovative approach to positioning and strategic influence consistently delivers measurable ROI, propelling ImageSource's growth and market presence.

Carlos Carvajal

CMO | Anaqua

CMO Super Power Driving Brand and Demand

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. Prior to Anaqua, he served as CMO at Q2, K2 Software, and Kony, where he led brand strategy, demand generation, and product marketing to accelerate growth and strengthen market positioning. 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.





Caitlin Cassady

VP, Marketing | Beyond

CMO Super Power

Storytelling

With 15 years of experience in SaaS organizations, Caitlin excels at taking complex technical platforms and turning them into compelling storylines that appeal to customers, analysts, and media alike. Her expertise includes brand & messaging strategy, communications strategy, establishing customer advocacy programs, and integrated marcomm campaigns. As a former journalist, Caitlin is an excellent writer, compulsive researcher, and overall organized individual.



Nikhil Chawla

Chief Customer & Marketing Officer | Resilience

CMO Super Power

Strategy

Nikhil Chawla is the CMO and CCO at Resilience, a cybersecurity company focused on helping organizations stay ahead of cyber criminals and reduce material losses from cyber incidents. He is an engineering-educated and strategy-trained global marketing and customer engagement leader with experience leading teams in customer experience design, customer success, and risk services. Nikhil has a background in integrated marketing and advertising with global client leadership roles and has also co-founded startups. He holds a BS in Industrial Engineering and Economics from Northwestern University. His work blends strategic thinking, leadership, and customer focus in the cyber risk industry.



Bindu Chellappan

SVP, Marketing Planning & Analysis | 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.





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.



Lisa Cole

Chief Product, Marketing & AI Officer | 2X

CMO Super Power

Orchestration

Lisa Cole is currently CMO at 2X. She's a strategic marketing leader with over 24 years of experience driving transformative growth for B2B technology and professional services. As a former CMO at Huron, FARO, and Cellebrite, she has earned industry recognition for enhancing brand positioning, optimizing demand generation, and leveraging AI to accelerate go-to-market strategies. Through her earned accolades from Sirius Decisions, Forrester, and CMO Alliance and her books Brand Gravity & The Revenue RAMP, she guides B2B leaders in achieving more with less using her proven frameworks.





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.



Andrew Cox

CMO | Forrester

CMO Super Power

Driving Alignment

Andrew Cox is Forrester's CMO, responsible for elevating the company's thought leadership profile and generating demand for its portfolio of research, consulting, and events. With more than 20 years of experience and a proven track record of increasing revenues and building brand awareness for global B2B companies, Andrew's areas of expertise include driving demand, leading digital marketing strategy, leveraging technology to improve effectiveness and efficiency, and crafting and executing impactful marketing campaigns. Prior to becoming the CMO, he led the marketing operations team at Forrester.



Betsy Daitch

VP of Marketing | Canoe Intelligence

CMO Super Power

Customer Centricity

An award-winning marketing executive with over a decade of experience, Betsy is responsible for building Canoe's brand presence and devising and executing the company's marketing strategy. Most recently, she ran her own consulting business, Betsy Daitch Marketing Advisors, of which Canoe was a client for over four years. As a consultant, Betsy specialized in developing and implementing business-enhancing strategies, marketing materials, and breakthrough marketing campaigns for financial services firms. Prior to that, she gained financial services marketing experience through tenures at Visible Alpha, S&P Global Intelligence, and LPL Financial.





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.



Andy Dé

CMO | Lightbeam Health Solutions

CMO Super Power

Applying AI

As CMO at Lightbeam Health Solutions, Andy Dé leads the global marketing organization and is responsible for the go-to-market strategy, planning and execution. Prior to Lightbeam Health, Andy served as CMO at MedAnalytics and Verato. He has also held leadership roles at SAP Health Sciences, GE Healthcare, Tableau, and Alteryx. Andy is passionate about healthcare innovation and authors the Health Sciences Strategy Blog with readership audience across 47 countries. He has been published in leading healthcare publications including Becker's Hospital Review, Med City News, and others, and has earned recognition as an 'Internationally acclaimed Thought Leader in AI for Healthcare and Life Sciences' by the Swiss Institute of Economic Excellence.

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, having led global marketing at large-scale asset managers, a global nonprofit, a fintech startup, and a leading tech-focused investment bank. Jan is known for building marketing organizations that drive revenue growth, tailoring strategy to each company's goals, structure, and stage of maturity. He collaborates closely with business, product, and distribution leadership to position firms and their offerings for accelerated pipeline and growth. His unique blend of leadership, strategy, and execution has delivered a 750%+ increase in pipeline and over \$10 billion in new business.



Mandy Dhaliwal

CMO | Nutanix

CMO Super Power

Thinking Big While Executing With Precision

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Mandy Dhaliwal is a pedigreed technology marketing executive with over 25 years of experience in cloud and software markets. As the CMO for Nutanix, the industry-leading hybrid multicloud platform, she leads the global marketing strategy that accelerates the adoption of Nutanix's software solutions. She leverages her expertise in enterprise B2B product marketing, demand generation, brand strategy and customer advocacy to drive growth and innovation for Nutanix and its customers. In addition to her role at Nutanix, Mandy is a board director for Quiq, the AI-powered conversational platform. She also holds an MBA in Technology Management from Pepperdine University and a level two certification from the Court of Master Sommeliers.



James (JD) Dillon

Chief Marketing & Customer Experience Officer | Tigo Energy

CMO Super Power

Mobilizing People to Execute Bold, Profitable Strategies

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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. Additional ventures include board leadership roles in the movie production and premium apparel industries, both of which focus on the military and veterans. The second half of the equation requires hiring, developing, and leading people — a passion that has been with him since his graduation from the United States Military Academy.



Eric Eden

Founder | Thinking Deeply AI

CMO Super Power

Driving Successful Exits

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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.





Jean English

CMO | CoreWeave

CMO Super Power Transformation

Jean English is a CMO with strong business and financial acumen that links marketing strategy and execution to business goals and results. She's highly analytical and drives a data-driven marketing approach to create strategy and execution based on customer insights. She has proven ability to build comprehensive program development across all channels—advertising, brand, thought leadership, product marketing, communications, digital demand generation, digital e-commerce, events and sales enablement—with strong return on investment to the business. She excels in building agreement across C-suite based on the vision for company and Marketing's contribution for sustainable growth.



Peter Finter

CMO | KX

CMO Super Power Partnering With Product & Sales to Build ARR Machines

Peter is a 4-time CMO 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 | Conga

CMO Super Power Building High-Performing Teams That Scale Business

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 Galstian is a dynamic senior marketing executive with over 25 years of experience in creating integrated, results-driven B2B campaigns and go-to-market (GTM) strategies. She has a proven track record of taking companies from startup to acquisition. As Chief Marketing Officer of SADA, an Insight company, she is known for her expertise in global brand development, corporate communications, and building a scalable demand generation engine. Narine is an expert at setting clear strategies and goals and executing them with precision to achieve critical business outcomes. Her work has been pivotal in launching global campaigns and driving measurable success.



Jakki Geiger

CMO | Arango

CMO Super Power

Ramping Up Growth at Every Stage

Jakki Geiger is Chief Marketing Officer at Arango, the GenAI Data Platform for enterprise AI. A high-energy, growth-minded B2B SaaS executive, she has 20+ years of experience driving growth through brand storytelling, ABM, demand generation, customer advocacy, and sales partnership. Jakki has deep expertise in complex enterprise B2B sales cycles in the data, analytics, and AI market. She scaled two companies through \$120M funding rounds, delivered double-digit growth at a mid-size enterprise, and is recognized for building high-growth pipeline engines to support complex enterprise sales cycles. She previously served as CMO at Reltio, Pyramid Analytics, and Hazelcast, and held leadership roles at Informatica (acquired by Salesforce) and ProfitLogic (acquired by Oracle).



Jamie Gier

4x CMO, Founder | Flint & Fuel Advisory

CMO Super Power

Igniting Marketing for Scalable Growth

Jamie Gier is a four-time CMO who has spent 25 years helping technology companies—from emerging innovators to Fortune 500 giants—ignite growth and build enduring brands. She has scaled VC- and PE-backed companies to successful funding rounds and exits while shaping category leadership and customer advocacy at GE Healthcare, Microsoft, and DreamBox Learning. Most recently, Jamie served as CMO of DexCare, where she built a modern go-to-market engine to expand the company's market presence. Jamie is also the Founder of Flint & Fuel Advisory, where she helps growth-stage companies spark their next chapter through brand strategy and go-to-market execution.





Adriana Gil Miner

CMO | Pindrop

CMO Super Power
Resilience

Adriana Gil Miner (Adri) is CMO at Pindrop. She brings over two decades of executive marketing leadership and an exceptional track record in building iconic brands, scaling go-to-market engines, and fueling business growth through the power of storytelling, data, and deep customer engagement. Formerly holding senior marketing roles at Iterable, Tableau, and many others, Adri demonstrates a proven ability to elevate brands, build and lead high-performing teams, and champion marketing innovation—particularly in AI and community building. Adri's 20+ years of marketing experience span prominent names like American Express, Digitas, and Weber Shandwick.



Julia Goebel

CMO | Former Komodo Health, Symplr, Halo Health, Benefit Express

CMO Super Power
Building High-Performing Teams to Unlock Bottom-Line Impact

Julia Goebel is a multi-time CMO in PE-backed software companies. Her experience spans both privately held and publicly traded companies. As the recent Chief Marketing Officer of Komodo Health, she transformed the Marketing organization across all measures, initiating AI practices, generating more than \$100M in pipeline value, implementing ABX, and rebranding the company's look, feel, and positioning — all while maintaining a highly efficient mROI. She is enthusiastic about sharing insights, developing talent, and helping an organization reach its highest potential. Born in New York, she considers Chicago her home and never misses a chance to get outside—running, golfing, and skiing.



Alan Gonsenhaus

Interim CMO, Fractional CMO, CMO Executive Advisor | Demand Revenue

CMO Super Power
Making CMOs Indispensable to Boards and PE Investors

Alan Gonsenhaus is CEO of DemandRevenue, an 11-time CMO and 3-time P&L General Manager with cross-functional expertise in marketing, sales, finance, and operations. A trusted CMO Coach & Mentor, Interim/Fractional CMO, and GTM Advisor, he has coached 150+ CMOs and executives to become indispensable leaders. Formerly a Forrester/SiriusDecisions CMO Executive Advisor, Alan now partners with Private Equity portfolio companies, where, since 2021, he has led 15+ engagements accelerating value creation, customer-led growth, and GTM alignment. His proven playbooks, frameworks, and pattern recognition consistently help PE investors and CMOs scale intelligent, profitable growth.



Hannah Grap

SVP, Corporate Marketing & Comms
| Proofpoint

CMO Super Power

Leading Through Change

Hannah Grap has deep expertise across brand, marketing communications, and digital experience. She brings a customer-first mindset to strategy, blending creativity with data to drive impact. Hannah is known for building high-performing teams and unifying cross-functional groups around a shared vision, fostering a culture of collaboration, innovation, and continuous learning. She is passionate about enhancing the total customer experience and leveraging emerging technologies to push the boundaries of modern marketing.

Charles Groome

VP, Marketing | Insightful

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

Fractional CMO, Partner | TechCXO

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.





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.



Shekar Hariharan

SVP, Marketing | HG Insights

CMO Super Power

Operational Rigor to Drive Data-Driven Marketing

Shekar Hariharan brings extensive experience in go-to-market leadership, marketing, and product strategy within the enterprise software and SaaS sectors. Prior to his role at HG Insights, Shekar was CMO at Flosum, Protecto, and WSO2 and held key senior marketing roles at Jitterbit, Oracle, and SugarCRM. With a career spanning more than two decades in the technology industry, Shekar is known for his pragmatic approach to marketing and his commitment to adapting strategies to evolving buyer needs. He's recognized for challenging marketing teams to create multi-channel strategies grounded in buyer reality and leveraging data-driven insights to accelerate pipeline growth and improve conversion rates.

Allyson Havener

VP, Marketing | HG Insights

CMO Super Power

Getting Sh*t Done

Allyson brings a rare blend of creativity, discipline, and strategic vision to the C-suite. She is a results-driven leader with a proven track record of transforming marketing organizations into high-performing growth engines for world-class technology companies. With deep expertise across the marketing spectrum, Allyson excels at building customer-centric communities and leveraging authentic customer stories to create lasting competitive advantage and brand trust.





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: Captterra, 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.



Joan Jenkins

CMO | Mindtickle

CMO Super Power

AI & GTM Growth

Joan leads marketing at Mindtickle, including brand, demand gen, growth, product marketing, field marketing, and business development functions. With over two decades of marketing experience, Joan brings expertise in leading high-performance teams and fueling growth for innovative companies. Before joining Mindtickle, she was the CMO at Blueshift and held executive positions with several industry-leading companies, including Druva, Informatica, Oracle, and Cisco. Joan is based in the San Francisco Bay Area with her husband and two children.



Grant Johnson

CMO | Chief Outsiders

CMO Super Power

Marketing Performance Optimizer

Grant is a 6x 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

Founder & CMO | Accel Growth Partners, LLC

CMO Super Power

Scaling Growth

Kathie is an AI-forward, impact-driven marketing executive with 25+ years of experience building brands customers love and architecting go-to-market engines for growth. From Salesforce to Talkdesk, Sitecore, and Dassault Systèmes, Kathie has led high-performing global teams that deliver clear business results. Over her career, she's led verticalization, TAM expansion, geographic expansion, customer flywheel creation, and enterprise upmarket strategies—all tied to meaningful impact. Now, through Accel Growth Partners, she helps companies accelerate growth through focused strategy, crisp targeting, scalable GTM execution, and marketing that delivers pipeline. A clear thinker, builder, and empathetic leader, Kathie brings a rare mix of strategic vision, creative discipline, and operational muscle.



Julie Kaplan

CMO | Higher Logic

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.



Amy King

CMO | Relias

CMO Super Power

Inspiring Excellence

Amy King is a passionate storyteller dedicated to leading a team focused on growing the Relias brand, serving its customer community, and ensuring that Relias' offerings are well understood in the marketplace. She's a seasoned leader who excels in customer-focused marketing, AI applications for marketing success, and insights-driven process. She delights in distilling the complex into valuable experiences while fostering growth and cross-functional collaboration. Prior to joining Relias in 2021, Amy held leadership roles at Vanguard Software, Zaloni, and PixaLate, where she specialized in transformational growth and building teams that excel in high-performing, innovative marketing operations for SaaS businesses.



Katrina Klier

CMO & Senior Managing Partner
| 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.



Monica Kumar

EVP & CMO | Extreme Networks

CMO Super Power

Leadership

Monica Kumar leads Extreme Networks' go-to-market strategy and global marketing organization, focused on initiatives that elevate the company's brand and unique value proposition to drive customer and revenue growth. With more than 20 years of experience in enterprise technology, Monica has an extensive history of accelerating growth through compelling product differentiation as well as championing business transformation, sustainability, and equity initiatives. Prior to joining Extreme, Monica served as CMO at Hitachi Vantara, SVP of Marketing and Cloud go-to-market at Nutanix, and spent more than 20 years at Oracle, most notably as the CMO of the Oracle Data Management and Database Cloud business.



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 has 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 two decades of experience in marketing, strategy, general management, eCommerce, and analytics, Bryan has also held leadership roles at Google, Salesforce, Tableau, ZoomInfo, and Monitor Deloitte, among others. In his current role, he leads SentinelOne'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 | Cyderes

CMO Super Power

Adapting to an Ever-Changing Role

Joshua Leatherman is Chief Marketing Officer at Cyderes, where he is leading a go-to-market transformation for one of the world's premier cybersecurity service providers. Previously, as CMO at Service Express, he helped scale the company from \$25M to over \$350M in annual revenue by building high-performing marketing, revenue operations, and sales development engines that delivered the majority of new logo revenue. A growth-marketing executive, board member, advisor, and investor, Joshua specializes in building teams that harness data, technology, and creativity to generate sustainable pipeline, revenue, and market impact. Josh is the author of *Scalable Acts of Marketing: The Ultimate Playbook for Scaling Your Business through Growth Marketing*.

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 by Doing Things Differently and Standing Out

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Dan is the CMO at Blackbird.AI and leads the company's strategic marketing efforts, including demand generation and brand leadership. He has served as CMO at cybersecurity firm HUMAN Security (acquired by Goldman Sachs), named one of the TIME100 Most Influential Companies of 2023. Lowden also served as the CMO at Digital Shadows (acquired by ReliaQuest) and, before that, CMO at Invincea (acquired by Sophos) and VP of Marketing at vArmour (acquired by Night Dragon). He has held marketing leadership positions at Wayport (acquired by AT&T), IBM ThinkPad (acquired by Lenovo), NEC Technologies, and Sharp Electronics. Lowden holds an MBA in International Business from Rutgers Graduate School of Management and a Bachelor of Science from Rider University.

Shirley Macbeth

CMO | EXL

CMO Super Power

Transforming Marketing Teams

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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

CMO & Principal
| Savvy Marketing Works

CMO Super Power

Transforming Tactical Marketing Into Strategic Growth

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Laura MacGregor serves as a fractional CMO and trusted advisor to growth-oriented businesses. She helps organizations transform marketing from a tactical function into a strategic driver of revenue, demand, and thought leadership. With 20 years of experience spanning cybersecurity, technology, and industrial B2B, Laura has built and led high-performing teams, managed complex budgets, and developed strategies that fuel business growth. Her past work includes leadership roles at the Center for Internet Security and IHS, plus collaborations with AWS, Microsoft, Google, Akamai, CrowdStrike, SANS, and others. Years in cybersecurity have fueled her interest in security, data privacy, and data protection.



Ajay Manglani

COO | TIE Silicon Valley

CMO Super Power

“Two-in-a-Box” Operating Model

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Ajay Manglani is an award-winning marketing and GTM leader trusted by CEOs and boards. As a CMO, he turns great products and ambitious goals into scalable, customer-centric revenue growth. For over two decades, he has helped Fortune 500 enterprises and high-growth AI and SaaS companies break the scale barrier by designing AI-native GTM strategies that transform prospects into evangelists and millions into billions. A pioneer of the “Two-in-a-Box” Operating Model for sales-marketing alignment, Ajay unites marketing, sales, product, and customer teams into a harmonious growth engine. At heart, he is a builder of communities and connections—driven by the belief that when people rise together, growth becomes exponential and enduring.

Melanie Marcus

Chief Marketing & CX Officer
| Surescripts

CMO Super Power

Making Complicated Things Simple

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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.

Ali McCarthy

CMO | Asset-Map

CMO Super Power

Strategy

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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, 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 and 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

CCO | Thomson Reuters

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

Global fintech, payments & commerce CMO driving growth at Runa. Ex-Rapyd, where he led Global Marketing Strategy & Ops. Started in B2C marketing, pivoted mid-career as a payments analyst—gaining an insider perspective on the forces reshaping finance. Since then, Brendan has scaled fintechs from Series A–E, rebranded companies, overhauled messaging, and built teams inside Fortune 500 giants. Known for blending analyst precision with marketer creativity, he helps companies unlock momentum, fuel demand, and scale with velocity.

Jon Miller

Founder | Stealth Startup

CMO Super Power

Synthesizing Lots of Information and Explaining It Simply

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.

Kay Moffett

Chief Marketing & Public Affairs Officer | Amplify

CMO Super Power

Brand & Thought Leadership

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.





Jeff Morgan

VP, Digital Marketing | Domo

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

Connecting Brand With Demand

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.

Sarah Nabors

CMO | Center for Creative Leadership

CMO Super Power

Leading Through Change

Sarah Nabors is an accomplished Chief Marketing Officer specializing in brand strategy and team development. With over two decades of experience in marketing and public relations, she has a proven track record of leading multidiscipline teams and driving innovative marketing strategies. Sarah's expertise spans digital marketing, content strategy, and corporate communications, making her a versatile leader in the field. She is passionate about fostering collaborative partnerships and is known for her ability to balance data-driven strategies with creative solutions. Her previous roles have included significant leadership positions, where she has consistently delivered results and contributed to substantial business growth.





Joy Neely

Chief Commercial Officer | Medvantx

CMO Super Power

Aligning Marketing & Sales

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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

SVP, Head of Marketing, EverPro
| EverCommerce

CMO Super Power

Leveraging Art & Science to Accelerate Growth

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Patti Newcomer is a seasoned marketing executive with experience spanning SaaS, financial services, and global brands. She brings a unique mix of analytical rigor and creative storytelling—the art and science of marketing—with deep expertise in product marketing, demand generation, brand strategy, customer communications, and consumer research. Patti has repeatedly transformed marketing organizations into growth engines while fostering high engagement and strong cross-functional collaboration. Passionate about building differentiated B2B brand stories that connect to customer benefit and emotional outcomes, she is most proud of the teams she's built, the leaders she's developed, and the enduring relationships across her career.

Paige O'Neill

CMO | Culture Amp

CMO Super Power

Global Brand Building

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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.





Sandy Ono

EVP & CMO | OpenText

CMO Super Power

Connecting the Dots

Sandy Ono is the Executive Vice President and Chief Marketing Officer for OpenText. Sandy is responsible for driving marketing, communications, and partners & alliances worldwide. From brand to demand to ecosystems, Sandy focuses on driving growth for the company. With more than 25 years of experience as a business transformation leader in the high-tech industry, Sandy brings a passion for go-to-market and leading world-class teams from strategy to execution.



Jeff Otto

CMO | Riskified

CMO Super Power

Integrated Marketing

I love working with the best marketers in tech. My marketing teams at Marqeta (Nasdaq: MQ) cover the spectrum of marketing functions across earned, paid, and owned media. They inspire and guide today's innovators toward new, delightful payment experiences with the world's leading Modern Card Issuing platform. Today, Marqeta powers card experiences for the category leaders across buy now, pay later, crypto-spend/rewards cards, on-demand delivery services, online retail marketplaces, expense management, and neobanking. Our customers love our platform's ability to build more configurable and flexible payment experiences, accelerating their product development, and democratizing access to card issuing technology. Tomorrow, the possibilities are endless, and we are positioned to pave the future of money movement. I am always looking to recruit talented and passionate tech marketers who are ready to lead the next chapter of our growth. Interested? Shoot me a note!



Isabelle Papoulias

Head of Strategic Ops & Marketing
| EliteOps

CMO Super Power

Builder. Integrator. Global.

Isabelle is a versatile B2B senior leader with expertise spanning operations, M&A integration, sales, marketing, and global account management across bootstrapped, VC- or PE-backed technology startups, and large public companies. She enjoys partnering with CEOs to help bring to life their vision by building the operational processes and GTM focus to achieve goals. She has a strong ability to facilitate cross-functional collaboration, work across cultures and silos to solve problems and bring together the people, processes, technology, and data that set up for scale. Broad international experience, including speaking four languages: English (fluent), French (fluent), Greek (fluent), and Spanish (proficient).



Denise Persson

CMO | Snowflake

CMO Super Power

Epic CMO/CRO Alignment

Denise Persson serves as Snowflake's CMO, overseeing worldwide marketing initiatives, driving growth, and scaling Snowflake's revenue from \$1 million to over \$2 billion. As a 4x Chief Marketing Officer who has taken four tech companies public, Denise has over 25 years of technology marketing experience at high-growth companies. Prior to joining Snowflake, she served as CMO for Apigee, an API platform company that went public in 2015 and Google acquired in 2016. She began her career at collaboration software company Genesys, where she built and led a global marketing organization. Denise also helped lead Genesys through its expansion to become a successful IPO and acquired company.



Chris Pieper

VP, Marketing | ADP

CMO Super Power

Building Teams That Transform Growth

Chris Pieper leads enterprise marketing for ADP, driving strategy and growth for its enterprise HCM business. A transformational B2B marketing leader with experience across startups, PE-backed firms, and Fortune 500 companies, he's passionate about building high-performing teams that deliver growth in moments of change. At ADP, he led the company's largest product launch and built its first enterprise ABM program, helping drive global market share growth. Chris thrives at the intersection of strategy and execution, believing that in today's complex and unpredictable markets, great teams—not just great strategies—separate winners from the rest.



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 software, devices, and services 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 and services that simplify processes and improve human health globally.





Marni Puente

SVP & 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, speaking and sharing her expertise around Marketing, AI, and Technology. Outside work, she enjoys family time with her two young boys and her 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

GTM Strategist | Fractional CMO Services - Independent Consultant

CMO Super Power

Aligning Strategy & Execution Across Go-to-Market

Lakshmi is a cross-functional leader with a career spanning marketing, customer adoption, and industry analysis. She has led initiatives across startups to large organizations and brings proven expertise in end-to-end GTM strategy, customer adoption, and growth—always balancing big-picture strategy with disciplined execution. She is recognized for aligning diverse teams around a shared vision, leveraging strategic foresight and data-driven decision-making to deliver measurable results. Lakshmi fosters a culture that values the “why” alongside the “what” and “how,” ensuring clarity, alignment, and purpose. A passionate advocate for diversity and inclusion, she also brings deep experience in product, industry, and Partner GTM—bridging functions to accelerate impact at scale.



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, such as AI, for award-winning results in professional services. 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 special focus on modernizing the brand to identify and develop business opportunities for human-centric business models.



Chip Rodgers

Founder & Host | Inside Partnering

CMO Super Power
Marketing Optimization

Chip is a growth-minded executive with a unique blend of marketing and ecosystem leadership experience, most recently serving as Chief Partner Officer at WorkSpan, where he built and scaled strategic partnerships with AWS, Microsoft, and Google. Now, as the Founder and Host of Inside Partner, Chip is focused on advancing the partnerships industry—spotlighting partner leaders and insights through executive interviews and thought leadership content.



Christine Royston

CMO | Wrike

CMO Super Power
Transformation

Christine Royston is a trailblazing marketing leader and change-agent recognized for transforming global brands and fueling enterprise growth. As CMO of Wrike, she drives worldwide marketing strategy, advancing category leadership and customer innovation at scale. With 20+ years of experience, she has led high-impact teams at Salesforce, Dropbox, Imperva, Udemy, and Bitly—steering go-to-market engines through hypergrowth, IPOs, and global expansion. Known for building customer-centric strategies and unifying teams across markets, Christine champions inclusive leadership and mentorship. Her expertise in SaaS, PLG, and demand generation positions her as one of today's most influential voices in B2B marketing.





Kevin Ruane

CMO & EVP, Engage Business Unit
| Precisely

CMO Super Power
Rebranding

Kevin serves as Chief Marketing Officer & EVP, Engage Business Unit at Precisely. As CMO, he leads global marketing, brand, communications, content, digital, and sales enablement, driving measurable growth and elevating Precisely as the leader in data integrity. He has a proven record of launching new brands, repositioning companies, integrating acquisitions, and scaling organizations for transformational growth. As EVP of Engage, Kevin oversees Precisely's \$100M customer communications management business, guiding strategy across go-to-market execution & product innovation. Engage serves more than 600 enterprise customers, helping them integrate with core systems to compose, deliver & archive transactional customer communications across channels.



Kristin Russel

CMO | symplr

CMO Super Power
Heartificial Intelligence: Human Brands,
AI-Driven Scale

Kristin Russel is a CMO who believes B2B is really business-to-human. At symplr, she's integrated nine acquisitions since 2021, launched the Healthcare Operations category, and doubled growth—proving that equal parts creativity, financial discipline, and human connection add up to scalable growth. Named one of Becker's "Top 110 Women in MedTech" and Ragan's "Top Women in Marketing," she is recognized for balancing data-driven execution with authentic storytelling. From startups to multi-billion-dollar enterprises, Kristin builds brands that leverage AI for scale while keeping people at the center.



Kris Salazar

VP, Marketing | Appcast

CMO Super Power
Building Revenue-Generating Marketing
Teams

Kris Salazar is a dynamic marketing leader with deep expertise in demand generation, brand building, and digital innovation. As VP of Marketing, Kris leads high-impact initiatives that drive measurable growth and elevate customer engagement. With a background in senior marketing roles at various B2B top tech companies, Kris is known for building agile teams and delivering measurable results. Passionate about inclusive leadership and mentorship, Kris is committed to shaping the future of marketing through collaboration and creativity.





Gary Sevounts

CMO & Growth Architect | Native AI & Cybersecurity Companies

CMO Super Power

Blending Storytelling and AI to Drive Growth

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Gary Sevounts is a seven-time CMO and growth strategist with a proven record of driving measurable revenue, category creation, and enterprise value across AI, cybersecurity, and SaaS companies. His leadership has helped generate over \$2 billion in enterprise value, including the \$640 million acquisition of Kount by Equifax, \$1.3 billion to \$4.5 billion valuation growth at Socure, and triple-digit ARR expansion at multiple startups. Named one of the Wall Street Journal's Top 35 Marketing Executives, Gary now works with native AI and cybersecurity companies to build modern, story-driven marketing and pipeline engines that accelerate growth and profitability.

Ellina Shinnick

CMO | HUB International

CMO Super Power

Creative Marketing Strategy That Drives Business Impact

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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.

James Stanton

SVP, Marketing | CuraLinc Healthcare

CMO Super Power

Turning Complexity Into Clarity That Drives Growth

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James Stanton is a go-to-market executive who blends product marketing rigor with creative storytelling to accelerate growth. With a track record spanning SaaS, HR tech, and healthcare, he has repositioned brands, launched category-defining products, and built high-performing teams that deliver measurable impact. Known for translating complex B2B and B2B2C challenges into simple, actionable strategies, James combines data-driven insights with a customer-first mindset to ignite brands and outperform expectations. A practical optimist, he champions cultures of performance and shared purpose.





Rebecca Stone

SVP, Global Revenue Marketing
| Cisco

CMO Super Power

Powerhouse Team Building

Rebecca Stone is the Senior Vice President of Revenue Marketing, responsible for product and solutions marketing across the Cisco 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.

Charles Studt

CMO | Sendbird

CMO Super Power

Thinking Out-of-the-Box

With over 20 years of experience scaling high-growth companies and building category-defining technology brands, Charles Studt leads Sendbird's global marketing strategy. He is helping drive the adoption of Sendbird's agentic AI platform and plays an instrumental role in expanding the company's leadership in customer engagement and conversational AI. Studt previously spent seven years at Qualtrics, most recently serving as vice president of marketing and general manager of product-led growth, where he was responsible for 100%+ pipeline growth in customer experience product lines over an 18-month period. Studt has also held marketing positions at IntelPeer, QuanticMind, and Redbooth.

Lynn Tornabene

Chief Marketing & Product Officer
| Anteriad

CMO Super Power

Turning Change Into Competitive Advantage

Lynn is a seasoned business leader who's transformed brands, launched award-winning products, and built and led powerhouse marketing teams at Oracle, Apple, Google, AffinityX, and DoubleClick. As Anteriad's Chief Marketing and Product Officer, she drives global marketing and product strategy, connecting brand, demand, and innovation to fuel growth. Her dual role reflects the strategic importance of aligning product and marketing to deliver greater value to B2B marketers. She's passionate about mentoring talent and creating environments where people can thrive. Beyond the boardroom, Lynn champions causes supporting women and girls, neurodiverse adults, and advancing research to fight Alzheimer's disease.





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.



Guy Yalif

Chief Evangelist | Webflow

CMO Super Power

Simplifying Complexity

Guy Yalif is a B2B marketing executive with over 20 years of experience helping marketers use AI to drive traffic and revenue on websites and digital advertising. Currently Webflow's Chief Evangelist and AEO thought leader, Guy has been a marketing leader at Twitter, BrightRoll, Tradeweave, Yahoo, and Intellimize. He has been part of four successful exits and was co-founder and CEO of Intellimize, which Webflow acquired in 2024. He was also an aerospace engineer and made the oh-so-typical journey from there to CMO.



Julie Zawacki-Lucci

Director, Marketing | NeuGroup

CMO Super Power

Building Marketing Muscles

Julie Zawacki-Lucci, Director of Marketing at NeuGroup, is known for building strong, resilient teams and leading organizations through pivotal transitions, including several successful M&A transactions. Her ability to turn complexity into clarity empowers leaders to make bold, informed decisions that drive lasting impact.



The 102

Top B2B Marketing Influencers of 2025



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 to 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 live panels, CMO Huddles Studio, Renegade Marketers Unite podcast, Tuesday Tip videos on LinkedIn, and more.

For more information, visit CMOHuddles.com.

Renegade

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.