



Michael Harris

Chief Marketing Officer

Two-time CMO with a PE-backed turnaround and an IPO under my belt. Known for fixing broken funnels, rebuilding marketing teams after layoffs, and getting product, sales, and marketing on one number. Comfortable in the boardroom and on the floor with reps.

CONTACT INFORMATION



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EDUCATION

MBA, Kellogg School of Management, Northwestern University, 2010

BS, Industrial Engineering, Georgia Institute of Technology, 2003

KEY SKILLS

- P&L and budget ownership
- PE and public-company marketing
- Category creation and analyst relations
- Pipeline forecasting and RevOps
- ABM and enterprise demand gen
- Product marketing and positioning
- Rebrand and corporate identity
- Board and IR communication
- Sales and marketing alignment
- International marketing leadership

PROFESSIONAL EXPERIENCE

Chief Marketing Officer | Quaylo Industrial Software, Minneapolis, MN
2020 - Present

- Joined post-PE recapitalization; rebuilt marketing from a brand-only function into a revenue org with quarterly pipeline targets.
- Took marketing-sourced pipeline from 19% to 54% of new logo bookings in 24 months.
- Cut a \$9.4M annual budget by 18% while growing qualified opportunities, mostly by killing trade show spend and three legacy retainer agencies.
- Led the rebrand from a regional hardware vendor to an industrial software platform, including new name, site, and analyst briefings.
- Sit on the executive committee; present marketing P&L and pipeline forecast to the board quarterly.

Chief Marketing Officer | Pellinor Health Technologies, Boston, MA
2016 - 2020

- Scaled marketing from 11 to 38 people through Series D and S-1 filing; company went public in late 2019.
- Built the product marketing function from scratch to support a shift from single-product to platform selling across four buyer personas.
- Drove a category-creation campaign ("connected care operations") that landed 14 major press placements and earned a leader spot in two analyst reports.
- Owned investor-facing messaging through the IPO roadshow, working directly with the CEO and IR.

VP, Global Marketing | Cresco Logistics Group, Dallas, TX
2011 - 2016

- Ran marketing across North America, EMEA, and APAC for a \$640M logistics tech business.
- Consolidated 11 regional websites and 6 marketing automation instances into one stack, cutting tooling spend by about 40%.
- Built the first ABM program targeting top 200 accounts; influenced \$87M in closed-won revenue over three years.