



# JONATHAN PHILLIPS

## Marketing Director

Charlotte, NC 12345 | (704) 559-3027 | darnell.whitfield@example.com

### PROFILE

VP Marketing with 17 years scaling B2B technology companies from Series B through public-company readiness. Two-time first marketing hire at the VP level. Comfortable owning the board narrative, the pipeline number, and the brand at the same time.

### KEY SKILLS

- Go-to-market strategy and segmentation
- Board and investor communications
- Category creation and analyst relations
- Marketing org design and scaling
- Pipeline forecasting and revenue modeling
- ABM and enterprise demand generation
- Product marketing and pricing
- M&A marketing integration
- Marketing technology stack consolidation
- Executive coaching and bench-building

### PROFESSIONAL EXPERIENCE

#### Vice President, Marketing

Stradafort Cyber, Charlotte, NC | 2021 - Present

- Own a global marketing org of 38 across six functions, with a \$11.8M budget and direct accountability for 55% of new ARR pipeline.
- Joined as the first marketing exec post-Series C; helped take ARR from \$24M to \$71M over three fiscal years.
- Rebuilt go-to-market segmentation, retiring two ICPs that drove low-margin deals and reorienting the team around three core verticals.
- Present quarterly to the board on pipeline health, win rates, and category narrative; co-author of the most recent S-1 marketing narrative draft.
- Built a marketing leadership bench of five directors, four hired externally and one promoted from within.

#### Vice President, Marketing

Holbridge Data Systems, Raleigh, NC | 2017 - 2021

- Led marketing through the company's growth from 95 to 340 employees and through a \$48M Series D.
- Reorganized the team from a channel-based structure to a segment-based one; cut redundant headcount by four and reinvested in product marketing.
- Drove a brand refresh and analyst program that moved the company from honorable mention to Challenger in a major industry report.
- Held marketing-sourced pipeline at or above 60% of total for 11 consecutive quarters.
- Built and chaired the cross-functional pricing committee with Finance and Product.

#### Senior Director, Demand Generation

Cedarmark Analytics, Atlanta, GA | 2014 - 2017

- Ran a 12-person demand team across paid, lifecycle, web, and ops for a 600-person analytics vendor.
- Grew global pipeline contribution from \$34M to \$89M annually.
- Stood up the company's first ABM motion across 480 named accounts.
- Owned the marketing tech stack consolidation, retiring nine tools and saving roughly \$480K annually.

#### Director of Marketing

Tenmile Software, Atlanta, GA | 2011 - 2014

- Built marketing from a team of two to nine, supporting growth from \$6M to \$22M ARR.
- Launched the first partner marketing program, which drove a quarter of new logos by year three.
- Created the company's analyst and PR function with the support of a single agency retainer.
- Managed the rebrand and website relaunch on a six-month timeline.

### EDUCATION

MBA, Kenan-Flagler Business School, University of North Carolina at Chapel Hill, 2011

B.A., Economics, Morehouse College, 2006

