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Profile

Dynamic B2B marketing executive with a proven track record of driving growth for cybersecurity and enterprise software companies, including Veracode, Checkmarx, and Vbrick. Expertise in building and scaling global marketing organizations, enhancing market positioning, and transforming GTM strategies into measurable pipeline and revenue growth. Deep knowledge in demand gen, ABM, partner marketing, and sales alignment, complemented by CMO-level ownership of brand strategy, product marketing, and messaging. Skilled at translating complex product offerings into clear customer value propositions and compelling campaigns while adept at leading global teams of 30+ and managing multimillion-dollar discretionary budgets.

Selected Achievements

- **Vbrick:** Built Marketing engine; increased pipe by 5X; double-digit revenue and ARR growth; 11X Leader in Aragon Research Globe for EVP; Frost & Sullivan 2025 Company of the Year Global Enterprise Video; Named Top 50 Women Leaders in SaaS, 2022
- **Veracode:** Rule of 40; Built, scaled Marketing growth engine; Marketing contributed pipeline 60%; 120% of plan; double-digit ARR growth
- **Checkmarx:** Rule of 70; Unicorn status; Scaled Marketing growth engine; Hired global team; Increased pipeline to 4X, cont. 70% YoY growth

Core Capabilities

- Executive Leadership
- Revenue & Pipe Growth
- Product Marketing
- Global Demand Gen
- Digital | SEO | GEO | AI
- B2B GTM Strategy
- Partner Eco-Systems
- AI Messaging | Positioning
- Sales Enablement
- BDR/SDR Leadership

Professional Experience

Sep 2021 - Current

Chief Marketing Officer

Vbrick - Herndon, VA

AI-powered enterprise video and intelligence platform

- Reported to CEO, leading global marketing strategy and execution across all functional areas, targeting enterprise IT and security leaders.
- **Built Marketing Organization from Zero:** Led a 6-person team, building the strategy, infrastructure, and capabilities across brand, demand gen, ABM, digital, SDR/BDR, marketing & sales ops, product marketing, and partner marketing.

- **Product Marketing & AI GTM:** Built global product marketing and AI GTM strategy, developing differentiated messaging, competitive intel, ICP and persona development, sales enablement, and integrated launch programs to accelerate pipeline growth
- **Strategic ABM & Pipeline Generation:** Launched an enterprise ABM strategy targeting 200 high-value accounts, achieving an **account-to-opportunity conversion,** of **60 qualified sales opps valued at ~$11M in ACV pipeline**.
- **Marketing-Driven Pipeline Growth:** Contributed to **75% of Vbrick's total sales opportunities**, maximizing pipeline generation with a modest **$1.3M discretionary marketing budget** across complex 18 month enterprise buying cycle.
- **Strategic Partnerships & GTM:** Led ServiceNow partnership GTM, integrated campaigns, and AI positioning, **driving 19 new customer and expansion deals** and a **Top 10 finish in ServiceNow's 2026 Best Employee Experience Contest**. Owned co-marketing with ServiceNow Elite Partner GlideFast, earning **GlideFast's 2025 Marketing Partner of the Year** award.
- **Market Leadership & Competitive Differentiation:** Directed global brand, competitive strategy, and analyst relations, **generating $1M in closed-won revenue from 5 analyst referrals** and contributing to **Frost & Sullivan's 2025 Global Enterprise Video Company of the Year** and **11X Aragon Research Globe Leader** recognition.
- **ICP Expansion:** Introduced security buyers as a target audience within Vbrick's ICP; developed buyer personas, messaging connecting enterprise video to security, reliability and business value.
- **AI Messaging & Market Positioning:** Drove Vbrick's AI messaging, positioning, and value props, evolving the company's market narrative from an EVP to AI-powered enterprise video intelligence. Positioned unstructured video as a strategic enterprise data source for AI agents, applications, and workflows.

2019 - 2021

VP, Growth Marketing

Veracode - Burlington, MA

A Global Market Leader in Cloud Application Security

- Member of Exec. Leadership team, reporting to the CMO, of a Thoma Bravo backed, $230M B2B application security, company targeting both Security and Devops personas in enterprise and commercial markets in US and EMEA
- **Accountable for US & EMEA, land & expand growth marketing, managing a team of 6 direct reports (team of 33)** in Demand Field/Regional Teams, Customer Marketing, Digital Experience, Marketing Ops & GTM Analytics
- Owned a $5M discretionary budget, creating quarterly campaign velocity - driving ~70 sales driven plays, **yielding a 25% increase in marketing demand funnel, as well as 93% KPI attainment CY'2020**
- **Consistently over-achieved QoQ marketing attainment with ~60%** marketing contribution to pipeline bookings, driving Key & Enterprise overall sales pipeline from 2X to 4X in CY'2020
- Collaborated with Commercial Sales RVP to increase Commercial Sales avg. deal size by 50% via targeting, segmentation, personas, sales plays
- Pivotal in GTM planning, mapping market segments, budget allocation, marketing mix, including expected results at each funnel stage, as well as, sales plays for Key, Enterprise and Commercial Sales, **supporting a $110M WW sales quota**

2018 - 2019

VP, Growth Marketing

Checkmarx - Tel Aviv, Israel

A Global Leader in Cloud & On-Prem Application Security

- Member of the Exec. Leadership team of an Insight Ventures backed, $92M B2B application security company targeting both Security and Devops personas in global enterprise, commercial companies & government agencies
- Reported to the CEO & CMO, accountable for global Demand Gen, Field Marketing, Prospect & Customer Events, SDR's, Channel Marketing, Digital and Marketing Automation across NA, EMEA and Asia
- Hired and revamped a global team; **managed 6 direct reports, (a team of 55) across 4 regions/time-zones**
- Massive overhaul and creation of a demand gen marketing strategy, creating an ABM strategy, global and field events, global webinars, content creation, content syn. and marketing automation methodologies and best practices
- **Scaled lead production to 71% YoY** and helped drive marketing contributed pipeline to **50% of all sales opportunities**
- Managed global channel marketing initiatives to drive indirect sales – ~50% of overall bookings globally – via playbooks, partner kits, events, user groups and co-branded campaigns
- Pivoted from waterfall to an ABM model, creating processes working cross functionally to define lead capture, definitions, processes, cross functional KPI reviews, SDR/ISR/RSM handoff and SLA's **driving to $20M in new pipeline in 3 months**
- Bridged gap and created trust and alignment between Sales and Marketing across the organization to truly operate as a well-oiled machine

2015 - 2018

Head of Global Marketing

Anaqua Inc. - Boston, MA

Global IP SaaS Enterprise Software & Services Provider

- Scaled ROI positive marketing campaigns, digital strategy and sales campaign engine, generating 66% of the Sales pipeline; increasing Sales pipeline by 3X, leading to the highest new logos bookings from 2016-2018
- Expanded earned media placements approximately 100-fold and delivered double-digit social growth; led marketing communications for acquisition of a $40M competitor
- Redesigned global user conferences, increasing participation 40% and related pipeline 35%.

2011 - 2015

VP of Marketing

InnoCentive - Waltham, MA

Open Innovation and Crowdsourcing Software Co.

Education

- MBA, Marketing, Marquette University
- Bachelor of Arts, International Business, Ohio Wesleyan University

Certifications

Board Ready Boot Camp | Mass Technology Leadership Council