

# Summary

Strategic executive and startup advisor with demonstrated success building and leading top-performing global b2b SaaS marketing teams connecting with audiences from SMBs to the world's largest enterprises, directly and through reseller and co-marketing partners.

20+ years' leadership experience across a broad range of marketing functions at large (Amazon, Yahoo!) and startup tech companies:

- Marketing Strategy: ICP, growth strategy, go-to-market strategy
- Demand/Lead Generation: multichannel digital marketing; challenger brands and new markets
- Corporate Marketing: branding, PR, thought leadership, awareness
- Product Marketing: positioning, messaging, pricing/packaging, collateral, sales enablement
- Partner Marketing: online/offline co-marketing and partner enablement

Track record for driving growth through multichannel-channel integrated campaigns across a wide variety of tactics, including digital advertising, content marketing, email, direct mail, social media, tradeshows, events, webinars, partners, and direct sales enablement/collateral development.

Known as an exceptional communicator and skilled writer, presenter and public speaker.

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## Experience

Valid8 Financial

EVP Marketing

March 2024 - Present (2 months)

Valid8 Financial is the global leader in Verified Financial Intelligence (VFI).

Our solution rapidly parses, reconciles, and categorizes data from numerous sources to eliminate sample risk and improve the speed and quality of

rendering a professional opinion. Hundreds of firms use Valid8's software on some of the world's most complex, high-profile cases.

## Mautz Marketing

Fractional CMO, Startup Advisor, Consultant

September 2022 - Present (1 year 8 months)

Greater Seattle Area

Leveraging 25+ years marketing experience and deep expertise in B2B SaaS business strategy to advise and lead marketing for early- and mid-stage tech startups.

Executive consultant for marketing development: org structure/role definition/staffing plan; ICP, personas, buyer's committee, buyer's journey mapping; integrated, multichannel growth marketing plans (demand generation, lead generation); product led growth strategy; positioning, messaging, pricing, packaging; content strategy; brand development.

## Cloud Campaign

Board of Advisors

February 2023 - Present (1 year 3 months)

## GROW Powerful

iCMO - Fractional Growth & Marketing Leadership for B2B Tech

January 2023 - Present (1 year 4 months)

Greater Seattle Area

Proud to be part of the most accomplished marketing minds in B2B Tech, delivered as Fractional CMO's for emerging growth companies.

## Eleven Canterbury, LLC

Executive Consultant

September 2018 - Present (5 years 8 months)

Executive Consultant member of Eleven Canterbury, an invitation-only network of executive experts called upon to advise enterprise clients.

## Panopto

Chief Marketing Officer

November 2021 - September 2022 (11 months)

Seattle

Led a 14-person global marketing team for Panopto, a video management system that helps businesses and educational institutions create, manage, and share secure, searchable video.

Responsible for contributing to global business strategy, inorganic and organic growth strategies, and lead generation for Sales.

Marketing strategy focused on global demand generation and lead generation, direct and via reseller and co-marketing partners; account based marketing; content marketing; product marketing; and corporate marketing. Also led corporate communications, including executive talking points, Q&A, and media briefings

## Ziff Davis

SVP Revenue, Moz Group (after J2 Global acquired Moz)

September 2021 - November 2021 (3 months)

Greater Seattle Area

Led global marketing, sales, and customer success, a team of about 100 employees, for the SEO business unit after the acquisition of Moz by J2 Global (rebranded to Ziff Davis).

## Moz

Chief Marketing Officer & Head of Sales

April 2018 - August 2021 (3 years 5 months)

Greater Seattle Area

Led a ~25-person global marketing team and was promoted after 18 months to also manage sales for Moz, the leader in search engine optimization (SEO) technology and local listings management.

Responsible for driving >70% of ARR through online conversion achieved through a product led growth strategy leveraging digital demand generation including SEO, paid advertising, content marketing, and event marketing.

## Media & Marketing Minds

Executive Director

November 2016 - April 2018 (1 year 6 months)

Greater Seattle Area

Led marketing and strategy projects for tech startups as part of Media Marketing Minds, a consulting company with deep expertise in media, digital marketing and ecommerce. Services included developing marketing and

strategic plans for revenue growth and/or diversification, content strategy, brand positioning and messaging, customer retention & acquisition programs, new product development and launch, marketing communications, promotions and events.

## Koru, Inc

### Vice President, Marketing

January 2015 - November 2016 (1 year 11 months)

Developed and led all areas of consumer and business-to-business marketing for this venture-backed tech startup, named Startup of the Year by Geekwire in 2015. Managed team focused on demand generation marketing, including website design, blogging, SEO, SEM, paid and organic social, inbound/content marketing, events, advertising, and PR. Koru applied predictive analytics and leading assessment science to candidate screening for early stage career hiring.

## Amazon

2 years 9 months

### Head of Merchant Marketing, Amazon Local

December 2013 - December 2014 (1 year 1 month)

Developed and led all areas of business-to-business/enterprise marketing for Amazon's emerging local marketplace; drove consumer marketing strategy for new local product launches. Was responsible for development and execution of strategic go-to-market plans for new Amazon Local products, such as Restaurant Takeout.

Managed a team focused on developing and executing multiple marketing initiatives to raise awareness and drive inbound leads while also supporting local, regional, and national field and inside Sales teams via sales enablement tools and collateral. Initiatives included brand awareness campaigns, merchant website design, SEO, SEM, paid media, content marketing, event marketing, and email marketing.

Contributed to annual and long-term strategic planning and budgeting as a member of the leadership team.

### Head of Global Marketing Communications & Events, Amazon Media Group

April 2012 - December 2013 (1 year 9 months)

Led the global marketing communications (website design, SEO, SEM, social, direct comms, internal comms) and global event marketing strategy for display advertising at Amazon, to increase brand awareness and consideration among businesses while fostering opportunities for client engagement and maximizing exposure for key marketing messages.

Previously developed and led business-to-business/enterprise marketing, responsible for establishing Amazon's new global advertising brand (Amazon Media Group) and articulating key messages to promote Amazon's unique value proposition broadly in the market and specifically to key audiences.

## Yahoo! Inc.

Senior Director, B2B Marketing, Yahoo!

April 2007 - June 2012 (5 years 3 months)

Held multiple roles with increasing responsibility over five years, including product marketing for video ads, rich media ads, and new/emerging ad formats.

Received marketing "You Rock!" awards two consecutive years in a row for excellence in marketing.

Final position was leading a team of 19 as Head of Business-to-Business Marketing Communications for the Americas. Team responsibilities included design of B2B marketing websites in multiple countries (advertising.yahoo.com), SEO, Yahoo! Ad Blog, B2B social media marketing on Facebook and Twitter, monthly newsletters, direct marketing communications, B2B trade advertising and Yahoo! B2B brand identity program.

## ExtraordinaryOne.com

Advisor

2008 - 2010 (2 years)

Supported start-up development, including business case for investors, business management and marketing.

## Vertis Communications

Director, Product Innovations

2004 - 2007 (3 years)

Led development and launch of new product development and product marketing for b2b media solutions, including traditional and digital channels.

Developed and deployed “Product Innovations” teams for a company-wide Innovations process leading to development of several new products/programs based on customer and market insights across and within vertical industry segments. Led product marketing and go-to-market strategy for new products.

Mautz Consulting Group, Inc.

Executive Consultant

2001 - 2004 (3 years)

Successfully launched and sustained a consulting firm focused on strategic planning, marketing, and business and product innovations. Authored strategic plans, business plans, proposals, marketing plans, and C-level/Board of Directors presentations and speeches. Managed consulting staff.

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## Education

University of Southern California

Masters of Professional Writing

University of Arizona

Bachelor of Arts (B.A.), English/Creative Writing