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MARKETING EXECUTIVE

“In 30-Seconds:” deliver revenue growth by developing and executing ROI-focused marketing strategies.

Methodology: build and transform marketing teams by balancing the “art and science” of marketing (strategic alignment with business goals, and execution of innovative modern marketing techniques).

- Targeting content to align with key segments
- Optimizing the marketing mix to align with customer’s life cycle
- Aligning with Sales, growing the pipeline, and improving campaign performance
- Focusing key messages on the “why,” not simply the “how and what”

Background: leading marketing organizations, driving the sales function, defining channel strategies across multiple industries, and championing the client through account management. With extensive experience working with B2B and B2C enterprises, as well as small businesses and start-ups, I have had the opportunity to lead cross-functional teams, define strategic objectives and execute integrated marketing programs that launched new products and exceeded sales targets.

- Digital Marketing
- Demand / Lead Generation
- Communications
- Channel & Partner Marketing
- Transformational Leadership
- PR, Events, & Public Speaking
- Product Marketing and Launches
- Messaging and Brand Management
- Strategic Planning and Operations

EXPERIENCE

Market Traders Insitute

2018 – Present

CMO / SVP of Marketing

A \$40M financial education company that is responsible for training students how to trade on the Forex (Foreign Exchange), Cryptocurrency, and Stocks and Options markets with live online and on-demand classes, as well as SaaS charting, copier and scanner trading tools.

As a successful turn around, key initiatives and responsibilities included:

- Developed and executed strategic marketing plans to pivot the company from a transaction based model into a subscription model, expanding from B2C to B2B channels, and the complete redesign of organizational structure, processes and KPIs
- Rebuilt a 30+ marketing team consisting of paid search and display ads, PR, direct response marketing, demand generation, email nurture campaigns, events (digital / live), market segmentation / competitive insights, product marketing, and pre-sales / product trainers
- Optimized all facets of the department (branding, messaging, staffing, tech stack, processes, and KPIs) to drive a 30% increase in MQLs / SALs / Opportunities that resulted in a 10% lift in revenues.

Aprimo (formerly Revenew)

2012 – 2017

VP of Marketing

Developed and implemented demand generation growth strategies that increased both pipeline and sales opportunities, led marketing and sales teams (demand generation, PR, sales enablement, inside sales, alliance marketing, global operations, and events), and collaborated cross-functionally to provide customer insights for product development to accelerate sales cycles. Efforts directly contributed to the company’s growth as a \$75M+ SaaS company post PE acquisition.

- **Developed Growth Strategies** – grew a pipeline to >3x recurring revenue target for new names
- **Improvement Demand Generation Conversion** – optimized team objectives and KPIs (PR, sales enablement, inside sales, alliance marketing, and events) to improve conversion by 10x
- **Collaborated Across Sales and Finance** – provided transparency to the end-to-end funnel to optimize the marketing ROI, manage the pipeline, and monitor customer renewals

VP of Sales and Customer Success

Primarily focused on business development, customer success and product marketing efforts to grow the client base (10x clients and 3x revenue). Efforts directly contributed to the company's growth from a start-up to a VC funded (Series A and B) SaaS company, and a successful exit (Revenew was acquired by Marlin Equity in 2016, and merged to form Aprimo, LLC.).

SAVO Group

2011 – 2012

VP of Corporate Marketing

At \$20M in recurring revenue, SAVO was a pioneer in sales enablement. SAVO's solutions help companies achieve their revenue initiatives by harnessing the resources and knowledge of the entire company to support the selling process. By opening lines of communication across a company and connecting sellers with sales materials, tools and subject matter expertise, SAVO helps companies drive sales execution.

After securing a round of Series B investment, SAVO created the Corporate Marketing role to lead a team that focused on:

- **Demand Generation Campaigns** – developed and executed outbound and inbound marketing programs email, user conferences, social posting and listening, digital, and marketing automation capabilities
- **Evolved Corporate Messaging and Branding** – ensured consistent sales execution, redesigned and launched an SEO optimized website

MOTOROLA SOLUTIONS

2008 – 2011

Director of Americas Marketing

Led the North American marketing activity for a \$4B revenue business by creating and managing the regional field and brand marketing activities by establishing a thought leadership position in the region and defining consistent messages across all elements of the marketing mix.

- **Regional Strategy and Global Operations** – identified marketing gaps and inconsistent messaging in market and then developed regional marketing solution based strategies that consistently positioned Motorola as a thought leader in high speed wireless broadband technology
- **Messaging Strategy and Brand Management** – managed marketing communications activities to ensure that Motorola was positioned in a clear consistent manner – on-line, at events and in sales tools
- **Acquisition by Nokia Siemens Networks** – led global work streams in media, brand, campaigns, events, sales tools, and marketing operations

MOTOROLA MOBILITY

1997 – 2008

Director of Global Marketing Operations

Developed operational framework (roadmap, tools and communication) to ensure fact-based strategic planning, cost efficiencies, and the development and execution of a stronger global brand strategy.

- **Regional Planning** – created a framework that ensured local strategies captured both global brand and regional business elements This improvement resulted in stronger cross-functional alignment (sales, finance, production) and efficiency gains (through the development of messaging platforms, point-of-sale production, and optimized media buying)
- **Fiscal Analysis for Strategic Application** – developed a management system for the collection, review, and distribution of data that was used both globally and regionally to create brand strategy, measure brand and retail equity, monitor competitive activity, track channel sales and report against financial targets. This approach ensured that budgets were focused on programs that drove business objectives in key markets

Escalating management experience: Latin American Strategy & Operations, North American Promotions & Sponsorships (NFL, Indy Car, House of Blues, Pepsi), Marketing Manager (AT&T, Verizon, and Cricket)

EDUCATION

NATIONAL UNIVERSITY, San Diego, California (M.B.A. – Marketing and Finance)

UNIVERSITY OF CALGARY, Calgary, Alberta, Canada (B.A. – Psychology)