

OMAR ALBERTELLI

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Marketing executive who delivers high returns with data-informed leadership and innovative marketing techniques. Recognized for fostering an entrepreneurial culture in high-performing matrixed teams.

- Passionate advocate of building customer trust by focusing on the “why,” not simply the “how and what”
- User of analytics to improve marketing performance, grow the pipeline, align with sales, and reduce churn

Transformational Marketing

- Digital Marketing
- Demand Generation
- Messaging and Brand
- PR, Events, Sponsorships
- Product Launch and Growth

Sales Strategies

- Business Development (B2B, B2C)
- Enterprise, Retail, Tele-Sales
- Customer Success
- Direct, Distribution, and Retail

Operational Disciplines

- Lifecycle and Churn Management
- Manufacturing, Technology, Online Education, and Retail
- P&L Management
- Organizational Design

EXPERIENCE

True Inflection

2019 – Present

Consultant and Advisor

Executive leader with broad expertise in marketing function transformation: go-to-market strategy, thought leadership, demand generation, digital engagement, customer retention, operations and analytics, organizational design / talent development, brand and message management, product launch, and sales enablement. Experience balancing strategic and operational priorities to successfully achieve high-growth targets, turn around challenges, and achieving a successfully exit (startup, mid-market, and enterprise).

Market Traders Institute

2018 – 2018

CMO / SVP of Marketing

Member of management team to turn around a \$40M online education company that teaches Forex (Foreign Exchange), Cryptocurrency, Stock, and Option trading with live and on-demand classes, and trading tools.

Key responsibilities:

- **Implement brand management best practices** in the areas of: 1) demand generation, media buying and lead qualification; 2) segmentation, persona definition, and consumer research; and 3) rebranding (UX / UI and creative), message optimization (offers, products, and sales scripts), reputation management, and thought leadership.
- **Build a data-informed team** that: 1) leverages analytics (targeting, segmentation and campaign performance) for development and execution of the go-to-market strategy; 2) organizational design (staffing) and campaign investments; and 3) customer retention activities (engagement and cross-selling).
- **Foster an entrepreneurial culture** focused on: 1) demand generation (AdWords, display ads, email nurture campaigns); 2) digital and content marketing (SEO optimization, e-commerce, website, social and PR); and 3) on-demand / live events staffed with traders.

Results included:

- Increased sales close ratio from 2% to 8%; increased revenues by 25%.
- Successful return to double-digit net margins.
- Re-allocated investment levels to drive a 30% reduction in operating costs.
- Restored all campaign performance metrics to industry benchmarks, implemented social media and reputation management processes to improve engagement, and renegotiated all vendor contracts.

Aprimo

2012 – 2017

VP of Global Marketing

Responsible for the marketing strategy of a \$70M PE funded SaaS company consisting of Aprimo (Marketing Operations), Revenew (Co-branded Channel Marketing) and ADAM (Digital Asset Management).

Primary focus was to increase the pipeline and sales opportunities; oversee the marketing and sales teams (demand generation, PR, sales enablement, inside sales, alliance marketing, global operations, events, business development representatives); and collaborate cross-functionally to provide customer insights for product development and sales cycle acceleration.

Results included:

- **Grew pipeline for new names** to >3x recurring revenue target.
- **Improved demand generation conversion** by 10x with messaging optimization and implementation of benchmark KPIs (PR, sales enablement, inside sales, alliance marketing, and events).
- **Initiated analytics to monitor** KPIs and marketing / sales funnel (including campaign ROI, pipeline management, sales conversion rate, and customer renewals).
- **Grew customer base** (10x clients and 3x revenues) and established a profitable SaaS business model (*as VP of Sales and Customer Success*).
- **Company grew from a start-up to a VC funded** (Series A and B) SaaS company and achieved 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

A newly created role after Series B investment that grew recurring revenue from \$20M to \$30M.

- **Developed demand generation platform** – integrated campaigns consisting of outbound / inbound marketing programs, user conferences, social postings and listening techniques, digital and marketing automation capabilities leveraging Marketo, Google AdWords, and SEO optimization.
- **Established sales enablement, messaging and branding functions** – redesigned all sales support materials to ensure consistent sales execution; developed customer testimonials and case studies; launched a new optimized website that assisted in sales qualification.

MOTOROLA SOLUTIONS

2008 – 2011

Director of Americas Marketing

Led North American marketing activity.

- **Defined regional strategy and global operating process** – led cross regional efforts to identify messaging inconsistencies and executional inefficiencies.
- **Evolved messaging strategy** – managed marketing communications and activities to ensure that Motorola messaging was positioned consistently across on-line platforms, at events and in sales materials.
- **Support acquisition by Nokia Siemens Networks** – led global workstreams in media, brand, campaigns, events, sales tools, and marketing operations to complete global acquisition and integration.

MOTOROLA MOBILITY

1997 – 2008

Director of Global Marketing Operations

Developed global operating framework that ensured data driven strategic planning within global and regional marketing teams, drove regional cost reductions, & developed a process for ensuring global brand alignment.

- **Modernized regional planning** – created a framework that ensured local execution of global marketing assets to gain efficiency in the execution of messaging platforms, point-of-sale materials, & media buying).
- **Implemented financial model for the global application of marketing strategies** – developed a new global budgeting tool for the collection, review, and distribution of data that was used globally to measure brand and retail equity, monitor competitive activity, track channel sales and report financial targets to define accurate data driven marketing strategies.