

THE
**101 TOP B2B
MARKETING
INFLUENCERS**
OF 2022



Edited by [Renegade.com](https://renegade.com)
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THE 101 TOP B2B MARKETING INFLUENCERS OF 2022

Leading an effective marketing department has never been easy. Leading one in 2022 was next to impossible. The year started with a continuation of the Great Migration, as mid-tier employees sought and gained massive pay hikes. The supply of experienced employees, particularly in product marketing and marketing ops, never caught up with the demand, leaving critical holes and stressing the current teams. And for those who found new staffers, the higher salaries required to get this talent blew through their budgets, either reducing dollars available for programs or raising performance expectations. And staffing was just one of the challenges marketing leaders faced in 2022.

Many marketers tiptoed back into live events anxious to reconnect with customers and identify new opportunities. This seemed like a great idea

especially as digital fatigue reduced the yield of some pandemic stalwarts like webinars and other forms of content marketing. But the reality of live events proved problematic. First, many marketers were rusty on how to optimize event performance. Second, travel and entertainment costs have nearly doubled, putting even more pressure on event ROI. And third, many potential customers were cautious about attending events, turning some conflagrations into “vendor fests.”

And if this weren't enough, signs of a recession emerged mid-year leading some CFOs to suggest spending and hiring freezes. Once again, marketing leaders were being asked to be magicians, to make more out of less. It's enough to make one question the sanity of choosing a career in marketing.

But from all this gloom and doom emerged an elite cohort of marketing leaders who didn't just survive 2022, they thrived. How? In sum, they didn't go it alone. Instead, they turned to their fellow marketers for advice and counsel on their most pressing challenges. They met one on one and in virtual huddles of 10-15 like-minded leaders. They engaged with each other day after day on Slack. They remained students of their craft, sharing, caring, and daring each other to succeed despite the odds. It is this remarkable community of influential marketing leaders who we celebrate in the pages ahead.

The Marketers

Marca Armstrong

CMO | Passport Inc

Cary Bainbridge

Senior Vice President, CMO
| ABM Industries

Tom Bianchi

VP Corporate Marketing | Acquia

Michelle Boockoff-Bajdek

CMO | Skillsoft

Dave Bornmann

CMO | Association Analytics

Jacques Botbol

VP Marketing | Verbit Inc.

Lauren Boyman

CMO | KPMG

Kevin Briody

CMO | Edmentum

Denise Broady

CMO | Appian

Heidi Bullock

CMO | Tealium

Carlo Cadet

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Michael Callahan

CMO | Acronis

Lynne Capozzi

CMO | Acquia

Marni Carmichael

VP Marketing | ImageSource, Inc

Carlos Carvajal

CMO | Q2

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CMO | EY

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Chief Marketing &
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CMO | Bynder

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CMO | Nutanix

Jim (JD) Dillon

CMO | Tigo Energy

Peeyush Dubey

Chief Marketing & Strategy Officer
| The Math Company

Eric Eden

Chief Revenue Officer | Ingo.me

Khalid El Khatib

CMO | Stack Overflow

Julie Feller

VP of Marketing | US Legal Support

Peter Finter

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Celia Fleischaker

CMO | Verint

Narine Galstian

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Jamie Gier

Recent CMO | Ceros

Jamie Gilpin

CMO | Sprout Social

Julia Goebel

VP Growth Marketing | symplr

Danielle Gotkis

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VP of Marketing | Biz2Credit

Allyson Havener

CMO | TrustRadius

La Toya Hodge

Global Head of Marketing
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Chief Growth Officer | OnSolve LLC

Deidre Hudson

CMO | Payability

Janet Jasiwal

VP of Global Marketing
| Cloudbeds

Grant Johnson

CMO | Emburse

Kathie Johnson

CMO | TalkDesk

Julie Kaplan

SVP Marketing and Revenue
| CareMetx

David Kirven

CMO | Reltio

Katrina Klier

Recent CMO | PROS

Sara Larsen

VP, Marketing | Wolters Kluwer

Bryan Law

CMO | ZoomInfo

Josh Leatherman

CMO | Service Express

Bernd Leger

CMO | Mimecast

Dan Lowden

CMO | Human Security

Shirley Macbeth

CMO | Forrester

Laura MacGregor

VP Marketing | Center for
Internet Security

Mary Leigh Mackie

CMO | AvePoint

Amanda Malko

Chief Marketing Officer | G2

Melanie Marcus

CMO | SureScripts

Ali McCarthy

CMO | Skience

Brad Mehl

CMO | Coleman Research

Amy Messano

CMO | Altair

Jon Miller

CMO | Demandbase

Laurie Mitchell

SVP Global Marketing | Wasabi

Kay Moffett

CMO | Amplify

Allison Munro

CMO | Vena Solutions

Armen Najarian

CMO | Outseer

Peter Neiman

CMO | Amalgamated Bank

Patti Newcomer

CMO | FieldRoutes

Dean Nicolls

CMO | Oosto

Olga Noha

CMO | SplitMetrics

Martin O'Leary

Group Head Of Marketing
| Tap Payments

Paige O'Neill

CMO | Sitecore

Kerry Ok

SVP, Marketing | Auth0

Jeff Otto

VP, Marketing | Marqeta

Isabelle Papoulias

CMO | MediaFly

Tejal Parekh

CMO | Terminal

Chandar Pattabhiram

CMO | Coupa

Chris Pieper

VP, Marketing | ADP Enterprise

Marshall Poindexter

CMO | OpenEye, Cadence
Molecular Sciences

Michelle Puleio

Vice President, Marketing
| SageWater

Ellyn Raftery

CMO | FIS

Suzanne Reed

CMO | LBMC

Katie Risch-McAdams

CMO | Basis Technology

Tara Robertson

CMO | Bitly

Chip Rodgers

CMO | WorkSpan

Bhaskar Roy

CMO | Workato

Kevin Ruane

CMO | Precisely

Kristin Russel

CMO | symplr

Itamar Sabo

VP, Marketing | Gigamon

Heather Salerno

CMO | Appcast

Adriel Sanchez

CMO | Newsela

Melissa Sargeant

CMO | AlphaSense

Kevin Sellers

CMO | Ping Identity

Gary Sevounts

CMO | Malwarebytes

Ellina Shinnick

CMO | HubInternational

Johnny Smith

VP, Marketing Services
| Encompass Health

Kevin Spurway

Chief Marketing Officer
| Similarweb

James Stanton

VP, Marketing | Empyrean

Rebecca Stone

SVP, Customer Solutions Marketing
& CMO | Cisco Meraki

Bill Strawderman

CMO | GS1

Rashmi Vittal

CMO | Productiv

Jamie Walker

SVP, Marketing | Keyfactor

Misty Walsh

Director of Marketing
| Centric Consulting

Christopher P. Willis

CMO & Chief Pipeline Officer
| Acrolinx

Mika Yamamoto

CMCXO | F5

Gabi Zijderveld

CMO | Smart Eye



Marca Armstrong

CMO | Passport Inc.

CMO Super Power

Maximizing modest budgets.

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Marca shines at creating strategies for B2B businesses that leverage technology to connect data silos as a means to transform the customer experience, drive incremental revenue and build brand awareness. She leverages her rare blend of expertise in core marketing functions and keen understanding of how marketing drives other parts of an organization to quickly map, define and determine what will move buyers through their journey from consideration to advocacy. Marca serves as a volunteer and gives back to the institutions that have provided her education and personal development. She derives her most creative ideas when outdoors near the water.



Cary Bainbridge

Senior Vice President, CMO
| ABM Industries

CMO Super Power

Launching transformative new service offerings.

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Cary is a strategic leader who is passionate about clients — rallying teams around what makes clients tick and executing marketing & brand strategies that relate business objectives to their needs. She is focused on ensuring tight integration between sales, marketing, communication, operations, brand, and culture. Cary oversees all strategic planning, market and client research, creative services, and outbound & inbound marketing. In her 19 years with ABM, she has led corporate and business-segment marketing and sales operations teams, was a core driver of the ABM brand transformation in 2012 and has overseen the brand integrations of 23+ acquisitions.



Tom Bianchi

VP Corporate Marketing
| Acquia

CMO Super Power

Growing tech scale-ups to global brands.

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Tom is an international marketing leader with more than 15 years of experience in B2B marketing. He has worked for both large software vendors, and hyper-growth startups. Through his career, Tom has built and led global marketing functions and processes and developed a strong track record of helping businesses drive revenue and growth through successful marketing. Tom currently leads the Global Corporate Marketing efforts at Acquia.



Michelle Boockoff-Bajdek

CMO | Skillsoft

CMO Super Power

Driving purpose deep into an organization.

Michelle serves as Skillsoft’s Chief Marketing Officer. With 25 years’ experience, she oversees Skillsoft’s global marketing strategy, generating awareness, driving preference, and building affinity for the brand. Michelle has made it her personal mission to support women in business. Prior to Skillsoft, Michelle served as CMO of IBM Watson, where she helped to develop the “**Women Leaders in AI**” program. As a prolific speaker and writer, she continues to elevate women’s voices while also covering topics, including the war for talent and marketing in a post-pandemic world. She addresses these subjects and more as host of Skillsoft’s podcast, The Edge.



Dave Bornmann

CMO | Association Analytics

CMO Super Power

Building brand while driving demand at resource constrained, growth-phase start-ups.

Dave is an entrepreneurial B2B marketing executive experienced in marketing strategy, go-to-market execution, lead generation and sales & operational readiness. His career spans Fortune 500, mid-size and start-up organizations where he has successfully built strong teams and consistently aligned closely with sales to achieve revenue goals. He’s managed through rapid periods of organic growth and growth through acquisition, both of which present unique organizational and brand challenges. Dave’s specialties include B2B marketing, lead generation, SaaS, start-ups and acquisition integration.



Jacques Botbol

VP Marketing | Verbit Inc.

CMO Super Power

Disrupting a category.

Jacques Botbol is an international marketer with an engineer’s mind and an entrepreneurial spirit. He is currently the VP of Marketing at Verbit, an innovative transcription and captioning solution with a guarantee of 99% accuracy. During his time at Verbit, Jacques has helped grow the marketing from \$0 to \$100M. Jacques also has experience as the Head of Marketing and Strategy at Panorama Software and as a leader in the Business Development department at TIGI. He received both his bachelor’s and master’s degrees from Technion – Israel Institute of Technology.



Lauren Boyman

CMO | KPMG, U.S.

CMO Super Power

Building global brands.

Lauren is a results-oriented, data-driven marketing and business strategy leader, with a background in management consulting & CPG brand management. She has led successful change-oriented launches that turn vision into strategy and execution across brand, marketing, and digital to achieve high impact outcomes. She excels at devising and executing integrated marketing strategies that are based in data & customer insights. Lauren’s key capabilities and principles are; Act Like An Owner | Team DNA | Dig Into The Details | Test & Learn | Effective Communication | Attitude is Everything | Integrity & Respect Series



Kevin Briody

CMO | Edmentum

CMO Super Power

Transforming marketing teams.

Kevin is a B2B marketing executive with 20+ years of expertise building marketing organizations, delivering growth, and telling powerful brand stories across the full communications mix. He has led teams and initiatives across a mix of organizations, including startup, corporate, non-profit, and agency executive roles, and in industries ranging from enterprise software to executive education and, currently, K-12 ed tech. His passion is working for purpose-driven organizations with aspirations of making a positive difference in the world, and the culture, strategy, and commitment to actually make that happen.



Denise Broady

CMO | Appian

CMO Super Power

Building a culture of success.

Denise has always known one of her driving forces in life is to redefine the ordinary. She came to America by boat as a refugee from Vietnam to the low-income projects of Virginia. Even then, she knew that she would not allow herself to be limited as a result of her upbringing. Whether it was being the first in her family to receive a college degree or becoming a change agent in her 25-year professional tech career – Denise has always pushed boundaries to drive success. After all, life begins at the end of our comfort zone.



Heidi Bullock

CMO | Tealium

CMO Super Power

Scaling SaaS brands.

Heidi has expertise in marketing and selling SaaS products. Her strengths include product marketing and revenue generation across the customer life cycle (acquisition marketing, customer marketing). She has experience running SDR teams and enablement. Heidi's specialties are: account-based marketing (ABM), demand generation, digital marketing, brand development, email marketing, content marketing, social media, marketing metrics/ analytics and partner marketing. She also has expertise with Engagio, 6Sense, Outreach, Marketo and SFDC.



Carlo Cadet

Recent VP, Marketing
| Cytracom

CMO Super Power

Developing revenue driving customer centric stories.

Carlos is a Product Marketing Executive with deep Cybersecurity experience. He has experience with team leadership, campaign strategy, demand generation, content marketing, storytelling, analyst relations, public relations, vertical marketing, product launch, evangelism, customer relationship management, market research (primary & secondary), case study development and ROI.



Michael Callahan

CMO | Acronis

CMO Super Power

Scaling cybersecurity brands.

Michael is a security marketing executive with the rare combination of branding, product and technical expertise. He has a proven track record in both large and startup companies developing and executing go-to-market and enablement programs that drive record revenue. He is an experienced leader who creates a collaborative environment while setting clear objectives and holding himself and the team accountable to deliver results. Specialties include: corporate marketing, product marketing, field marketing, product management, web marketing, social media, corporate communications, branding, messaging and press and analyst relations.



Lynne Capozzi

CMO | Acquia

CMO Super Power

Time management.

Throughout her career, Lynne has had a successful track record in building and leading marketing organizations through all phases of companies — from lean startups through larger public companies. She is a sales-minded marketer and super passionate about the evolution of marketing — just think about how the proliferation of new channels in the last 10 years alone has changed the game of marketing and the customer journey as we know it. Outside of her work at Acquia, Lynne continues to run a nonprofit through Boston Children’s Hospital, specializing in cardiac research and support of cardiac patients and families.



Marni Carmichael

VP of Marketing

| ImageSource, Inc

CMO Super Power

Building and empowering a team.

Marni empowers high growth in tech companies by unifying sales and marketing with measurable impact and ROI. By leveraging her experience in process automation to connect with customers, she creates a vision of how ImageSource helps make work easier. Her expertise ranges from aligning marketing & sales and global product evangelism to developing brand messaging and deploying automated/targeted campaigns. Marni unifies and simplifies corporate/product messaging, resulting in content conversion and organic growth.



Carlos Carvajal

CMO | Q2

CMO Super Power

Driving brand and demand.

Carlos leads marketing vision, strategy, and initiatives to elevate brand awareness and drive demand for Q2’s industry-leading digital banking and lending solutions. He served as CMO at K2, where he evolved the company’s go-to-market approach. His marketing efforts also led to Kony’s successful acquisition by Temenos. Carlos has spent over 20 years in transformational digital technology. He is passionate about building highly collaborative, high-performing teams committed to excellence and delivering strong results. Off the clock, Carlos enjoys exploring new places with his family, attending concerts across the country with his daughter, and cheering on his favorite teams with his son.



Toni Clayton-Hine

CMO | EY

CMO Super Power

Delivering innovative marketing solutions.

Toni is an award-winning CMO focused on creating new sources of revenue from new markets, new offerings, and new channels of distribution. Her unique perspective comes from building teams and transforming the marketing function to help companies achieve their growth goals directly and through partnerships. She knows how important it is to connect the creative with the operational. While being named one of the Top 100 Women in Brand Marketing is certainly satisfying, Toni knows the true measure of success comes from connecting the brand and offerings to demand generation, pricing, and distribution strategies that deliver measurable results.



Joe Cohen

Chief Marketing & Communications Officer | AXIS

CMO Super Power

Standing up a high-performance marketing team.

Joe is an internationally recognized marketing leader with a record of helping B2B and B2C brands build relevance and drive growth. At AXIS, a global insurer and reinsurer, he is responsible for guiding brand reputation, marketing and advertising, digital, financial communications, PR, and internal/change management communications. He is a member of the Company's Strategy Office and its Corporate Citizenship Steering Committee.



Warren Daniels

CMO | Bynder

CMO Super Power

Inspiring a global team.

Warren is an innovative, sales-oriented marketing leader with a deep history of developing strategies to support revenue growth. He has a proven record of breakthrough thinking at both large global organizations, like SAP & IBM, and small fast-growing businesses. Examples include an experience center for SAP customers, and a transformative demand scaling effort at Bynder, which recently hit \$100m ARR. He specializes in enterprise software marketing, competitive intelligence, people management, demand gen, change management, mergers and acquisitions, corporate strategy, business development, product marketing, channel marketing, software marketing, PR, AR, social media, and technology evangelism.



Mandy Dhaliwal

CMO | Nutanix

CMO Super Power

Thinking big while executing with precision.

Mandy is the Chief Marketing Officer for Nutanix, an industry leading hybrid cloud infrastructure platform. Dhaliwal brings to Nutanix more than 25 years of experience in driving growth and innovation strategies across the cloud and software markets, and building high-performing organizations. She works closely with the company's leadership team to drive a global marketing strategy that accelerates the adoption of Nutanix's infrastructure software solutions. Recently, Dhaliwal, as Chief Marketing Officer for Boomi, was responsible for leading and executing the company's global go-to-market, brand presence, product marketing, demand generation, partner marketing, field marketing, customer advocacy, strategic events and corporate communications functions.



JD Dillon

CMO | Tigo Energy

CMO Super Power

Disrupting an industry.

As a former Army officer, JD lives by the military principle: Mission First, People Always. His primary business mission is profitable top-line growth. Developing simple strategies with broad stakeholder communication and operational execution has been his formula across various industries and degrees of corporate maturity. Each time, his team, customers, board & executive leadership, and shareholders benefited. When it comes to people, Jim's been recognized as a "great motivator [and] approachable," and was more recently received the "Men Who Open Doors" (for women) award. For JD, it is undeniable that the human touch is required for any organization's long-term success.



Peeyush Dubey

Chief Marketing & Strategy Officer | TheMathCompany

CMO Super Power

Establishing a powerful vision for marketing.

Peeyush's mantra for enhancing stakeholder confidence in marketing and reducing friction to sales is his holistic approach that encompasses 'Brand-Demand-Expand'. In his nearly 25 years of experience, he has implemented it effectively across continents to transform marketing functions and build global brands. When seeking great marketers, he looks for curiosity, big picture thinking, comfort in dealing with ambiguity, flawless program management skills, and deep interest in solving for better customer experience. Peeyush describes himself as a rational optimist and enjoys bringing just the right blend of creativity, consistency, and courage to every role he performs.



Eric Eden

Chief Revenue Officer
| Ingo.me

CMO Super Power

Picking winners and helping them achieve successful exits.

Eric is a collaborative and polished marketing leader, who knows how to effectively manage campaigns that deliver results. His dedication to building high-performing teams has enabled him to consistently ensure continuous improvement and purposefully shape the evolution of culturally aligned workforces. Eric has 20+ years of experience in technology marketing for internet services and SaaS solutions. His experience includes building great marketing teams, implementing marketing technology solutions effectively, driving demand in B2B marketing, and increasing shareholder value with best-in-class marketing initiatives. His greatest gifts are his strategic vision and ability to implement dynamic marketing and branding strategies.



Khalid El Khatib

CMO | Stack Overflow

CMO Super Power

Turning marketing into revenue.

Khalid is a full-stack marketing leader with robust communications experience. He's spent 15 years growing B2B, B2C, and B2B2C companies. He has elevated and transformed the awareness and perception of global, renowned brands such as GE, GLG, the Motion Picture Association, Stack Overflow, Teach For America, TED, and Xerox. Khalid has worked as a digital strategist, media relations expert, and writer with experience in corporate reputation, demand generation, social media, and web design. He's raised the profile of companies and CEOs, taken a data-driven approach to overhauling and relaunching websites and social media channels in pursuit of demand generation.



Julie Feller

Head of Marketing
| U.S. Legal Support

CMO Super Power

Setting up a high-functioning marketing team.

Julie is a creative, high-energy marketing professional with a proven track record of developing and executing innovative initiatives that increase revenue, reduce costs and maximize efficiencies. She has 13 years of experience in B2B marketing with emphasis on both technology and service. Her skills include; marketing strategy, corporate communications, new product launch, public and media relations, product positioning and branding, Sales support, lead generation, PPC management, SEO, content creation, budget and project management, analytics & optimization and Marketing operations.



Peter Finter

CMO | CyberGRX

CMO Super Power

Partnering with Sales to build a demand-generating machine.

Peter is a senior international technology marketing executive with broad experience across product, sales, and marketing who partners effectively to drive change. He has led and scaled global organizations through periods of rapid growth and transformation across varied B2B high technology industries and business models; from Silicon Valley pre-IPO start-ups to mature public organizations in the US, Canada and UK. Peter's expertise includes brand development, digital demand generation, product-led growth, account-based marketing, product & solutions marketing, channels, alliances & partnerships, strategy, and operations. He is known as a hands-on, collaborative leader and communicator who works to solve complex business issues.



Celia Fleischaker

CMO | Verint

CMO Super Power

Driving business strategy through marketing.

Celia has 20+ years of experience developing go-to-market strategies for business-to-business technology organizations. She has successfully managed global marketing organizations of publicly and privately held software companies. Celia also has significant experience driving organic growth through expansion of geographies, channels, and product lines. She also has deep expertise building scale inorganically through the successful execution and integration of numerous mergers and acquisitions, and has delivered best-in-class results for pipeline development, revenue contribution, and organizational efficiency. She is also adept at managing, retaining, and leading high-performing teams.



Narine Galstian

CMO | SADA

CMO Super Power

Turning purpose into a business driver.

Narine is a results-oriented Senior Marketing Executive with 20+ years of experience in global branding and marketing initiatives, public relations, and corporate communications. She steers strategic business objectives and oversees demand generation campaigns. She leads the marketing and alliances teams as a member helping reach 600% growth in 3 years per INC5000, and launched a corporate rebranding initiative. Narine is recognized on the CRN Women of the Channel Power 60 list, is an Advisory Board Member on the Channel Futures DE&I committee, and is a facilitator for Google's #IamRemarkable initiative empowering women and other underrepresented groups in the workplace.



Jakki Geiger

CMO | Pyramid Analytics

CMO Super Power

Ramping up growth.

Jakki is a high-energy, growth-minded, customer-focused, and results-driven enterprise SaaS global marketing executive. She has 20 years of experience building go-to-market strategies that drive rapid revenue growth, launched 4 venture-funded startups, built 6 new market categories and contributed to double digit growth for innovative enterprise software products at a mid-sized company. She has also doubled ARR with a path to \$100M at Series D SaaS company and launched the market's first Freemium offering to support product led growth (PLG) model.



Jamie Gier

Recent CMO | Ceros

CMO Super Power

Leading a transformative team.

Jamie loves building brands that inspire people to be their best. For 25+ years, she has been working with PE-backed and Fortune 500 tech companies that drive positive human impact, from healthcare to education, to improve the way we learn, work, and live. She skillfully uses both art and science to scale and grow businesses, design revenue-generating GTM strategies, and lead high-performing teams across product marketing, corporate communications, digital marketing, demand generation and creative services. But her greatest role is mom to a teen boy who motivates her to do good in the world. Her philosophy: winners find a way.



Jamie Gilpin

CMO | Sprout Social

CMO Super Power

Transforming marketing into a relentless growth engine.

Jamie is an experienced marketing leader with demonstrated success in growing brands in the technology space through strategic positioning. She is skilled in building great teams to drive customer acquisition through lead generation, integrated marketing, public relations, event marketing, social and content marketing, and sales enablement. Jamie is currently serving as the chief marketing officer at Sprout Social, and received her MBA at Northwestern University Kellogg School of Management following a bachelor's degree in PR from Florida State University.



Julia Goebel

VP, Growth Marketing
| symplr

CMO Super Power

Team building.

Julia is head of growth marketing at symplr and a demand creation specialist for software and services businesses, from privately-held firms to S&P500 companies. Her specialty is building high-performing teams by developing talent, optimizing the marketing mix, and increasing revenue. She is a two-time CMO and in her recent role as head of marketing at a PE-backed SaaS firm, she oversaw all aspects of the marketing portfolio: demand creation, digital marketing, lead generation, brand development and outstanding content marketing to generate revenue. Although she is originally from NY, Chicago is home — and she never misses a chance to be active.



Danielle Gotkis

SVP Global Marketing
| Pecan AI

CMO Super Power

Breaking down barriers between brand, demand, product, and data.

Danielle is a global marketing executive and commercially astute leader with 15 years of experience in laying the foundations of and scaling SaaS, AI and Fintech companies like Pecan AI, Recurly, dLocal, Feedzai, PayNearMe, and others. She enjoys developing holistic brand and demand generation strategies, applying creativity and analytical acumen, building and coaching teams, solving scale-up challenges, expanding into new markets, orchestrating impactful thought leadership programs, leading successful product launches, and forming lasting partnerships with Fortune 500 giants, global banks, national retails, telcos, and government agencies.



Charles Groome

VP of Marketing | Biz2Credit

CMO Super Power

Building a highly-effective marketing function from scratch.

Charles is an entrepreneurial-minded leader in marketing and advertising with a knack for cross-functional collaboration and an eye for branding and design. He is self-reliant, and experienced in both creating go-to-market strategies for B2B and B2SMB brands, and as an agency partner for B2C and B2B2C brands. Charles has a strong track record of generating web leads and sales opportunities in the SaaS, MarTech and FinTech industries. He is a growth-minded team leader, focused on nurturing talent, unlocking team member potential and providing mentorship to team members for future positions of leadership.



Allyson Havener

CMO | TrustRadius

CMO Super Power

Problem solving.

Allyson is a strategic, action-oriented marketer across all functions including demand gen, PR, product, and partner marketing. She has demonstrated the ability to build high performing marketing teams that drive business growth. Allyson brings experience and expertise in hyper growth marketing from previous roles at enterprise SaaS companies LiveRamp and is currently at TrustRadius. She values creating strong customer communities, and knows that a great place to gain a competitive advantage is activating your customers to tell your brand's story.



La Toya Hodge

Global Head of Marketing
| Cappfinity

CMO Super Power

Communication.

La Toya has 16+ years of experience in sales acceleration, strategic communications, and partner relationship management. She is passionate about technology and education for social good. Her expertise includes strategy, pipeline acceleration, nurturing strategic partnerships, shepherding full funnel marketing programs within large matrix environments, sales enablement, coaching/mentoring, and representing the voice of the customer or partner.



Sue Holub

Chief Growth Officer
| OnSolve LLC

CMO Super Power

Growing people and profit.

Sue is a performance-driven executive with demonstrated success in growing pipeline, bookings, revenue, profitability and market share for B2B and B2C technology, software and services companies. She has proven ability and results in go-to-market strategy, sales and account management, brand and reputation building, revenue marketing, digital marketing, customer engagement and global marketing. Sue has a reputation as a problem solver, trusted advisor and change agent with a clear sense of purpose and urgency who builds high-performing, loyal teams and creates a positive, winning culture.



Deidre Hudson

CMO | Payability

CMO Super Power

Using data to fuel the art + science of marketing.

Deidre is a data-driven marketing leader with 20+ years of experience in the B2B, SaaS, and FinTech industries. She's skilled in demand generation, ABM, storytelling, and pipeline acceleration. She's known as a "roll-up your sleeves" builder specializing in building holistic marketing functions. She has worked with companies ranging from \$1M to \$5B in revenue and built demand generation engines across multiple verticals targeting SMBs, mid-market, and enterprise segments, giving her a unique perspective on how to build, convert and optimize pipeline. She leads with empathy and is a strong team builder, making measurable contributions to company culture and employee satisfaction.



Janet Jasiwal

VP of Global Marketing
| Cloudbeds

CMO Super Power

Scalable global marketing.

Janet is a CMO and Senior Technology Marketing Executive with a record of high-performing marketing achievements, including successful re-brands, B2B product launches, expansion to new regions and markets, and leading company growth initiatives. With more than 20 years of marketing experience, Janet understands how to build and shape global marketing strategies to maximize results. She is skilled in crafting go-to-market strategies, demand generation, marketing communication, and more. Janet has held senior marketing roles at companies including Cloudbeds, IBM Tealeaf, and eBay. She has earned a bachelor's degree from UC Berkeley and an MBA at Carnegie Mellon University.



Grant Johnson

CMO | Emburse

CMO Super Power

Building brand & driving demand together.

Grant, a 4X CMO, is a growth accelerator and value creator with a record of more than doubling revenues, building high-performance teams, and transforming businesses from early-stage companies to multi-billion-dollar enterprises, including: Emburse, Cylance, Kofax, and more. He's been a key executive that drives growth, acquisition and integration, and liquidity events valued at \$10+ billion. He has expertise in SaaS, Fintech, Payments, CRM, Cybersecurity, CX, Workflow, Process Automation, Verticals, SMB, Mid-market & Enterprise markets. Grant also mentors heads of marketing and writes a best practices blog for CMOs at www.cmomentor.com.



Kathie Johnson

CMO | Talkdesk

CMO Super Power

Scaling growth.

Kathie is a results-oriented international software marketing executive with 20+ years of experience growing brands and driving new revenue. She has expertise in developing comprehensive marketing visions and plans that build businesses and demonstrate marketing ROI. She successfully develops and manages high-performing teams and talent. Her key skills include strategic marketing, industry marketing, product marketing, branding and advertising, communications, content & thought leadership marketing, marketing programs and demand/lead generation, digital marketing, alliance/partner marketing, and more, all while building brands customers love, and growing sustainable businesses.



Julie Kaplan

SVP Marketing and Revenue Operations | CareMetx

CMO Super Power

Making the most of a start-up budget.

Julie is a marketing/customer experience leader. She's the one to call when you're ready to turn your vision into reality. She is a marketing leader with the ability to swiftly move from strategic thinker to tactician, especially in entrepreneurial environments. She has a proven track record in building brands, generating demand, and customer retention in high-growth B2B and B2C environments. Julie is passionate about using customer insights, both qualitative and quantitative, to drive process, revenue, and profitability; customer-centric marketer with broad direct to consumer and business-to-business experience. Ultimately she makes sense out of chaos and implements plans to reduce it.



David Kirven

CMO | Reltlio

CMO Super Power

Staying focused on the big picture.

David is a strategic, innovative, results-oriented, product and marketing leader with proven success in growth strategies, line management, and team development. He has a strong track record of driving growth for both existing businesses and new ventures. His experience spans consumer, small business (SMB) and large enterprise marketing. He is an innovative marketer and proven leader who is adept at translating customer insights into compelling outcomes, building organizations, and developing and inspiring employees.



Katrina Klier

Recent CMO | PROS

CMO Super Power

Building a powerhouse team.

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Katrina is a Global B2B Chief Marketing Officer & Chief Digital Officer, and has extensive experience leading digital transformation, brand optimization initiatives, and new product launches at five Fortune 500 companies, including two of the world’s most recognized technology players and a top-10 global professional services firm. During her time in leadership roles at Accenture, Microsoft, and HP, she leveraged client data/ analytics, including customer segmentation, hyper-targeted personalization, and other quantitative and qualitative data to transform the sales and marketing strategy, monitor end-to-end customer journeys, and deliver an exceptional digital customer experience.



Sara Larsen

VP, Marketing
| Wolters Kluwer

CMO Super Power

Building empowered and accountable teams.

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As an experienced marketer, Sara’s passion is growing brand impact, building high performing teams, and achieving breakout success in new markets with innovative technology products. She’s been fortunate to have learned from some of the best leaders in marketing, and to have used that experience to lead marketing organizations and programs to build brands, expand markets, launch new products, and grow top line bookings and revenue, including SaaS, across multiple industries. Always in tight partnership with sales and product leadership, she takes pride in finding wins together, and doing so with creativity, customer focus, and strong return on investment.



Bryan Law

Chief Marketing Officer
| ZoomInfo

CMO Super Power

Driving revenue through tight sales/ marketing alignment.

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With over 20 years of experience in marketing, general management, strategy, eCommerce, and analytics, Bryan has held leadership roles at ZoomInfo, Salesforce, Google, Tableau and Monitor Deloitte, amongst others. In his current role, he leads ZoomInfo’s marketing organization globally and is responsible for driving demand and supporting company growth, enhancing their brand awareness, and expanding thought leadership across marketing and communication channels.



Josh Leatherman

CMO | Service Express

CMO Super Power

Adapting to an ever-changing role.

Joshua is a growth-marketing executive with experience building and leading highly profitable customer acquisition, adoption and advocacy programs. The Chief Marketing Officer at Service Express since 2011, Joshua has helped grow the company from \$30 million in annual revenue to over \$250 million by implementing high-return demand generation, marketing & sales operations, and sales development programs. He has grown a team from 2 to almost 110 and his teams deliver 75% of new logo opportunities and pipeline and 65% of new logo revenue at Service Express. Joshua builds teams who leverage technology to deliver sustainable pipeline and revenue growth.



Bernd Leger

CMO | Mimecast

CMO Super Power

Driving sales growth through marketing.

Bernd is a passionate data-driven disruptor, innovator and category designer with 25 years of experience. He has a proven track record in creating and executing go-to-market plans to deliver double and triple-digit revenue growth with investor returns of more than \$5 billion. He is also a forward thinker leveraging analytics, technology and marketing creativity to deliver future growth. Bernd is also a transformational builder of high-performance-based cultures with globally distributed teams across North America, Europe and Asia Pacific. He is also a strong mentor with great pride and investment in the success of individuals he has coached.



Dan Lowden

CMO | Human Security

CMO Super Power

Leading with empathy.

Dan is a strategic and tactical marketing leader, demand generation and brand-focused expert, and author with 20+ years of marketing experience at the executive level. He has driven significant revenue and value for large companies (IBM, AT&T) and fast-growth companies (HUMAN, Digital Shadows, Invincea, vArmour, Digby and Wayport) across cybersecurity, mobile commerce, Wi-Fi services, robotics, and mobile and cloud computing, spurring five acquisitions and a merger worth over \$2 billion in total value. Dan holds an MBA in International Business from Rutgers Graduate School of Management and a Bachelor of Science from Rider University.



Shirley Macbeth

CMO | Forrester

CMO Super Power

Practicing what they preach.

Shirley is a senior B2B marketing executive with 25+ years of experience increasing revenues and building brand awareness for global technology companies. She is adept at elevating thought leadership profiles to provide more value for audiences, and has a demonstrated record of generating demand, building brand awareness, and driving revenue for Global B2B companies. Her specialties include marketing, branding, communications, PR and lead generation.



Laura MacGregor

VP Marketing | Center for Internet Security

CMO Super Power

Collaboration.

Laura is an executive-level leader and collaborator who leverages an enterprise-wide perspective to contribute to organizational growth. She has experience developing and executing B2B products, services, and marketing strategies that deliver results and exceed expectations. Laura is the Vice President of Marketing for the Center for Internet Security, Inc. (CIS), where she brings an enterprise-wide perspective to define and execute key marketing strategies. She has more than 15 years of experience in B2B marketing and joined CIS in 2017. She drives the overall marketing strategy including branding and messaging, website and content, lead generation, advertising, and events.



Mary Leigh Mackie

CMO | AvePoint

CMO Super Power

Leading with enthusiasm.

Mary Leigh is an executive driving growth and global go-to-market strategy at AvePoint. Her global team leverages an omni-channel approach to optimize field and product marketing, and spans the globe. With a passion for learning and technology, she combines experience, comprehensive tracking and insights, and the latest marketing technology innovations. Since joining AvePoint in 2008, AvePoint's grown from a few hundred employees to over 2000 worldwide. Mary Leigh received an Executive MBA from the leading business schools in New York, London, and Hong Kong in 2018. She is committed to lifelong learning and global exploration.



Amanda Malko

CMO | G2

CMO Super Power

Partnering internally and externally.

Amanda is a go-to-market leader who thrives on leading high-performing, cross-functional teams. Her career focus is on hyper-growth companies working at the intersection of marketing/creativity/technology. She's worked at companies scaling from first dollar to \$850M, advised some of the largest companies in the world, and been fortunate to be involved in 3 exits and multiple M&A transactions. She is currently the CMO of G2, the world's largest software marketplace, reaching 60M+ software buyers every year. Previously, she led the Partner Program and Academy at Mailchimp, now part of Intuit. Before that, she was CMO of 360i, and CMO of Tongal.



Melanie Marcus

CMO | Surescripts

CMO Super Power

Making complicated things simple.

Melanie is a senior healthcare marketing, customer experience and strategy executive. She is a creative and visionary leader who never shies away from a new idea. Her passion is building teams who deliver growth through innovations in brand, thought leadership, lead generation, sales enablement and customer engagement. Melanie's record demonstrates a strong ability to create uniquely effective marketing teams, and raises the bar for what strategic marketing can achieve.



Ali McCarthy

CMO | Skience

CMO Super Power

Strategy.

Ali is a results-oriented marketing and communications executive with more than two decades of distinguished performance in the financial services industry. Previously she held senior positions with Orion, Brinker Capital, Guardian Life Insurance Co., and AllianceBernstein. With her academic background in emotional intelligence, she is recognized for helping organizations blend an evidence-based management approach with seamless integration of behavioral sciences into the client-advisor relationship.



Brad Mehl

CMO | Coleman Research

CMO Super Power

Data-driven growth.

Brad has driven dramatic revenue growth at Information and SaaS companies acquired for a combined \$2 billion+. He has held GM roles with P&L ownership, and leadership roles in marketing, product management and business development. His sweet spot is leading growth at technology companies focused on marketing/sales solutions, education and business intelligence. Brad is known for strategic leadership, an "anything is possible" attitude, seizing white-space opportunities, change management, team building, collaboration, P&L focus and operating discipline.



Amy Messano

CMO | Altair

CMO Super Power

Integrating acquisitions.

Amy has been turning bits and bytes into relevant, compelling stories for more than two decades. In that time, Amy has demonstrated a keen sense for software marketing, and for nurturing emerging technologies as they hit the market. She knows the value of a strong, coordinated team, and is skilled in building flexible teams with a great deal of mobility that can meet any marketing challenge. In every task she faces, she shows a dedication to quality that can take any marketing effort to the next level.



Jon Miller

CMO | Demandbase

CMO Super Power

Remaining a student despite massive success.

Jon is a marketing entrepreneur, thought leader, and CMO of Demandbase, the leading ABM platform. Previously, Jon was CEO and founder of Engagio, which merged with Demandbase, and a co-founder and CMO at Marketo. He is a frequent conference speaker and has authored many books including Demandbase's Definitive Guide to Smarter GTM with ABM/ABX and Marketo's Definitive Guide to Marketing Automation. He was named Most Influential Marketing CEO of the Year by the Corporate Excellence Awards, a Top 10 Most Influential Tech Marketer by B2B Marketing, and a Top 10 CMO for companies under \$250M by the CMO Institute.



Laurie Mitchell

SVP Global Marketing
| Wasabi Technologies

CMO Super Power

Building partnerships (internal and external).

Laurie is a marketing leader with experience guiding diverse global teams and building programs that drive revenue in close partnership with sales. Laurie spent 20+ years driving partner alliances, channel programs and field marketing, and creating and managing programs at both startups and large companies. She has experience in partner program development, relationship management, contract creation, negotiation, partner enablement and demand gen programs. Laurie also has expertise in a variety of go-to-market models including single-tier reseller, systems integrators, two-tier distribution, OEM, and co-selling with partners. She also has strong interpersonal relationship building skills.



Kay Moffett

CMO | Amplify

CMO Super Power

Industry-shaping content marketing.

Kay leads marketing, communications, and government relations at Amplify. She has two decades of experience overseeing marketing and public affairs in the K-12 education and technology industries. Kay approaches the fast-paced world of marketing with a remarkable work ethic, incredible skillset, flexibility, and calmness. Kay started her career in Teach for America as a high school English and Humanities teacher in New York City. She later conducted research and taught pre-service teachers at the Stanford Graduate School of Education.



Allison Munro

CMO | Vena Solutions

CMO Super Power

Leading with passion.

As Chief Marketing & Ecosystem Officer, Allison is passionate about building and leading high-performance marketing teams that drive brand, demand and experience. She began her career as an entrepreneur and built her own experiential marketing agency, providing technology-based experience solutions for CPG and entertainment brands. She continued to apply her skills and experiences as she transitioned to senior marketing leadership roles working directly with tech providers, including Oracle Marketing Cloud, NexJ Systems and Piano Software. For the last 3 years, Allison has been applying here 15+ years of GTM experience at Vena Solutions leading marketing and ecosystem strategy worldwide.



Armen Najarian

CMO | Outseer

CMO Super Power

Brand reinvention.

Armen is an 18-year Silicon Valley veteran with deep experience leading marketing for fast-growing fraud prevention, predictive analytics, and cybersecurity companies. His most recent leadership roles include CMO positions at Outseer, Agari and ThreatMetrix, the latter of which he positioned as the definitive category leader for digital identity solutions. Through his career, Armen has cultivated a reputation as a best-in-class marketer with a striking ability to drive revenue and boost company value.



Peter Neiman

CMO | Amalgamated Bank

CMO Super Power

Purpose-led marketing.

Peter has both agency and client-side experience. He has positioned or repositioned thirty-five brands across twenty different industries. Peter spent nine years leading the repositioning of Unum's insurance brands in both the US and the UK. He is fluent in both B2B and B2C languages and a passionate leader that has a proven ability to grow business, lead change, cut through, truly differentiate challenger brands against more powerful competition. His real strength is in creating simple solutions for complex problems. He brings expertise across all channels of integrated marketing from advertising, to public relations, to content management and thought leadership.



Patti Newcomer

CMO | FieldRoutes, a ServiceTitan company

CMO Super Power

Strategic nimbleness - combining the art and science of Marketing.

Patti is a marketing executive with a unique analytical background and extensive experience in product design and development, marketing strategy and campaigns, consumer research and insights, direct marketing communications, customer experience design, brand strategy and advertising. She has a passion for starting from the consumer to develop business-building marketing plans. She has built and led Marketing organizations for over 15 years across financial services and technology, public and private, B2B and B2C, and has experience across all aspects of the marketing discipline.



Dean Nicolls

CMO | Oosto

CMO Super Power

Driving demand.

Dean is a marketing executive with 20+ years of B2B experience helping tech and cloud companies move from strategy to “GSD” execution. His specialties include; demand generation, content marketing, SEO, SEM, account based marketing, event management, and channel marketing. Dean is fluent in Salesforce.com, marketing automation (Pardot), marketing metrics, sales/marketing collaboration and analyst/public relations.



Olga Noha

CMO | SplitMetrics

CMO Super Power

Analyst relations.

Olga is a highly motivated and outcome-driven executive with over 16 years of experience in developing successful marketing strategies and programs. She is accountable for building global marketing functions from the ground up, launching new products on the US and global markets, developing marketing strategies and plans to fuel fast-paced growth, building and scaling lead generation to thousands of MQLs per month, consistently growing brand awareness, building comprehensive analyst relations programs, and achieving leadership positions in important industry research reports. Olga is skilled in all facets of B2B marketing. Her abilities have led to revenue growth and increased brand recognition.



Martin O’Leary

Group Head Of Marketing
| Tap Payments

CMO Super Power

Global marketing.

Martin is an experienced international marketer working across Europe & the Middle East. He has over 15 years of experience in digital banking, fintech, and online payments. His efforts combines digital strategy, marketing technology & data analytics to create differentiated customer experiences that drive commercial growth and retention. While being able to dig into the details, Martin also demonstrates an uncanny ability to understand the big picture surrounding each and every marketing activity he engages with.



Paige O'Neill

CMO | Sitecore

CMO Super Power

Thought leadership and global brand building.

Paige is an experienced, hands-on CMO and an empathetic leader. She's passionate about helping her customers deliver on their digital experience goals, creating thought leadership and brand stories and building and retaining high-performance teams. She has a strong track record in B2B enterprise and mid-market SaaS that ranges from Fortune 100 to late stage startups and everything in between. Because Paige started her career in PR and then transitioned to product marketing, she has a unique perspective on creating differentiated messaging and positioning that is grounded in understanding both the product and the influencer community.



Kerry Ok

SVP, Marketing | Auth0

CMO Super Power

Tech marketing.

Kerry is a marketer that loves to partner with the sales organization. In every setting, she is known to bring a innovative new ideas to the table, while boasting tremendous creativity and a keen sense for organization and efficiency. As Auth0's SVP for Marketing, she is focused on sharing the Auth0 narrative across the globe. Before Auth0, Kerry spent many years working in B2B Tech at Skytap and F5 Networks. She spends her spare time with her family, dog, working in the yard, and enjoying fantasy football.



Jeff Otto

VP, Marketing | Marqeta

CMO Super Power

Integrated marketing.

Jeff loves working with the best marketers in tech. His teams at Marqeta (Nasdaq: MQ) cover the spectrum of marketing functions across earned, paid, and owned media. They inspire and guide today's innovators toward new, delightful payment experiences with the world's leading Modern Card Issuing platform. Marqeta powers card experiences for the category leaders across buy now, pay later, crypto spend / rewards cards, on demand delivery services, online retail marketplaces, expense management, and neo banking. Customers love the platform's ability to build more configurable and flexible payment experiences, accelerating their product development and democratizing access to card issuing technology.



Isabelle Papoulias

CMO | MediaFly

CMO Super Power

Strategic rebranding.

Isabelle’s path to CMO was anything but linear, because she wanted her career that way. From quantitative research firms, to global ad agencies, media agencies, and now leading marketing at Mediafly, she is deliberate about gaining ‘range’: managing global Fortune 500 accounts, leading custom research studies, building global ad campaigns, running global operations, rolling-out GTM strategies, building marketing teams, leading diversity & inclusion plans, selling software... just a few of her work adventures. She considers herself a generalist, a simplifier (because she has been told this many times!) and a builder of things: teams, processes, strategies, solutions to problems.



Tejal Parekh

CMO | Terminal

CMO Super Power

Standing up a marketing team.

Tejal is an impact-oriented global marketing executive, skilled at putting companies and products on the map. She is a visionary leader with experience leading growth for businesses ranging from \$1M to \$1B in revenue and is fortunate to have worked at innovative organizations such as Salesforce, Google, HackerRank and now Terminal. She thrives in both B2B and B2C environments and has built world-class modern marketing organizations, emphasizing data-driven decisions and a mindset of constant experimentation. Her superpower is distilling complex problems down to simple solutions and creating a truly differentiated position for challenger brands against incumbents.



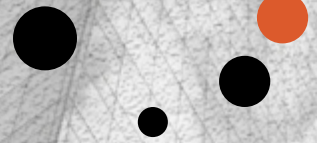
Chandar Pattabhiram

CMO | Coupa

CMO Super Power

Big picture thinking.

Chandar is a results-driven executive with more than 25 years of experience in strategic marketing and management consulting. In 2019, he was recognized as one the Ten Most Influential Marketing Leaders in 2019, and in 2017 was rated by LinkedIn as one of the top 5 CMOs in the world to follow for thought-leadership in the digital marketing domain. He has well-rounded experience across the software industry ranging from applications to infrastructure, license to subscription & traditional to Cloud computing, and digital marketing businesses. Chandar is a proven CMO with in-depth know-how and proven success in the main pillars of marketing.



Chris Pieper

VP, Marketing
| ADP Enterprise

CMO Super Power

Team building.

Beyond the typical marketing and sales activities that define make-or-break moments in a business, Chris has learned that breakthrough marketing results are almost always the result of an empowered, collaborative team – not any one individual. He takes pride in building and nurturing high-performing teams, and has found three key ingredients that help him do so: diversity of perspective; trust and respect fostered across the team; and autonomy and space to ideate, collaborate and generate game-changing ideas.

Marshall Poindexter

CMO | OpenEye, Cadence
Molecular Sciences

CMO Super Power

Endless curiosity.

Marshall’s expertise is leading teams that creatively and convincingly explain the value to prospects and customers so that they are compelled to buy your product or service, be delighted by it, continue to buy it, and advocate that others do the same. He is a top-rated, award-winning Agile Marketing and Product Management Executive with 15+ years of global experience building and leading highly successful global marketing teams. His experience in high-tech, healthcare, financial services, industrial, & Software-as-a-Service related enterprises has helped them strengthen their reputations, boost demand for their products, and garner billions of dollars in sales.

Michelle Puleio

Vice President, Marketing
| SageWater

CMO Super Power

Employee engagement.

For 30 years, Michelle has helped B2B organizations break new ground—like working on the PR team that helped Texas Instruments invent the market for radio frequency identification applications and leading the content team for one of the first SAAS providers—and she’s led efforts to help industry leaders like EY and Gartner break through well-earned but limited value associations to richer and more meaningful brands. Her specialties range from marketing and change management communications to M&A brand integration, corporate brand positioning and messaging, corporate visual identity development and beyond.



Ellyn Raftery

CMO | FIS

CMO Super Power

Global rebranding.

Ellyn is the Chief Marketing and Communications Officer at FIS, a Fortune 500 company and leading provider of fintech solutions for merchants, banks and capital markets firms globally. With her C-suite colleagues and more than 65,000 employees around the world, they advance the way the world pays, banks and invests. Her 20+ years of senior executive experience has focused on developing integrated marketing strategies for Fortune 500 companies across a range of channels combining strategic business development and creative expertise to build global brands and increase sales. She has a strong track record of building high-performing teams driving revenue growth.



Suzanne Reed

CMO | LBMC

CMO Super Power

Consensus building.

Suzanne is an accomplished B2B/B2C C-suite leader with a proven track record of building brands and teams that accelerate growth and results. She excels at integrating marketing strategy with technology to drive revenue through lead gen programs and sales enablement. An intentional disruptor, she is focused on building the next level of innovation for her clients. Her experience spans more than 25 years working with Fortune 500 and large privately held companies with a focus on modernizing the brand to identify and develop business opportunities for national, multi-service operations. Suzanne provides visionary leadership for national financial and professional organizations.



Katie Risch-McAdams

CMO | Basis Technology

CMO Super Power

Elevating marketing.

Katie is an experienced executive with a demonstrated history of building and leading high functioning sales, customer success, and marketing teams. She has proven success launching and growing products, solutions, and business units, as well as creating and implementing go-to-market strategies. Her experience leading rebrands, large-scale product launches and corporate strategy shifts from services to software make her an adaptive and resilient leader who embraces change. First and foremost though, Katie is passionate about developing teams with high levels of candor, empathy, and collaboration. She has 20+ years of experience in media, advertising & technology.



Tara Robertson

CMO | Bitly

CMO Super Power

Inside out marketing.

Tara has a love for all things customer experience, growth, and driving strong business impact. She has led marketing teams for over 20 years and has a passion for growth and results driven marketing. She loves researching, testing, and finding what works and building new initiatives from the ground up. Nothing is more exciting to her than rolling up her sleeves, finding what works, and making an impact across the business. Having built award winning global marketing teams she loves working and scaling a marketing team that will grow collaboratively, push the boundaries together, and have fun while doing so.



Chip Rodgers

CMO | WorkSpan

CMO Super Power

Marketing optimization.

Chip is a marketing leader with deep expertise in B2B enterprise software, category creation, demand generation, digital marketing, account-based marketing, and growing pipeline working closely with sales, customers, and partners. He created a new category to make WorkSpan the recognized leader for Ecosystem Business Management recognized by Gartner, IDC, Forrester, and other influencers. He leads high-performing teams pioneering new approaches to drive revenue and exceed business goals. Chip has a successful track record leading global and startup marketing teams in B2B enterprise software. He is an innovative, cutting-edge and creative thinker, inspiring new, effective marketing approaches.



Bhaskar Roy

CMO | Workato

CMO Super Power

Micro-targeting.

Bhaskar brings more than 20 years of experience in building innovative products and taking them to market. He is an entrepreneur and a proven leader with startup experience, an advisor to startups as well as leading groups within large organizations, like Oracle, Microsoft and HP. Businesses are adopting software like never before. Prior to Workato, Bhaskar was the CPO of Playphone, which was acquired by Gung Ho. And prior to that, he was the Founder and SVP of Products at Qik. Qik was acquired by Skype in January of 2011 by Microsoft. At Skype, Bhaskar was Head of Qik Products.



Kevin Ruane

CMO | Precisely

CMO Super Power

Rebranding.

Kevin has proven experience building, managing and executing integrated marketing, communications, and sales enablement programs for private equity-backed growth companies, FORTUNE 500 corporations and global business units. He has a results-driven approach with a record of success through leadership and expertise in launching new brands and repositioning companies as category leaders in alignment with strategy, driving demand and preference for solutions in alignment with market trends and buying patterns and integrating acquisitions and scaling organizations to support transformational growth with optimal efficiency.



Kristin Russel

CMO | symplr

CMO Super Power

Reducing complexity.

Kristin is a Senior Marketing Executive with experience scaling businesses of all sizes, from startups to multi-billion dollar companies. She has been listed as one of the top 110 women in MedTech by Beckers Hospital Review. She is a multi-dimensional executive propelling growth globally through strategic execution. Kristin has experience in the many facets of positioning & launching transformational technology with agile innovation practices, including messaging, positioning, go-to-market, digital marketing, social media, SEO, mobile, market analysis, content marketing, demand generation, marcomm strategy, crisis communications, brand strategy and awareness.



Itamar Sabo

VP, Marketing | Gigamon

CMO Super Power

Growth & scale - from strategy to reality.

Itamar is an enterprise marketing and business technology executive with more than 25 years of growth experience and skills in B2B marketing, go-to-market strategy, demand generation, product and solutions marketing, and scalable operations and execution in global and field leadership roles at dynamic hi-tech companies and fast-paced startups. Itamar boasts the rare ability to approach any challenge with a deeply logical, detailed, and strategic mindset while adding creativity, innovation, and balancing the needs of his teams, company, and the people that compose them. That ability has helped him succeed and thrive, regardless of the marketing challenge in front of him.



Heather Salerno

CMO | Appcast

CMO Super Power

Marketing transformation.

Heather leads global marketing efforts for Appcast, managing teams that will expand Appcast’s presence and client base in both North America and Europe, overseeing Appcast’s marketing strategy and elevating the brand. Her areas of focus include: leveraging recruitment marketing insights and labor market expertise to produce insightful content, lead generation and strategic account-based marketing to engage net-new customers, market position development for new product features and enhancements, and development of customer marketing programs to foster and deepen customer engagement.



Adriel Sanchez

CMO | WalkMe

CMO Super Power

Communications.

Adriel is a marketing professional with over 20 years experience across a wide range of industries and geographies. He is a thought leader, well-recognized people manager and natural storyteller who’s used his classic direct marketing roots, keen understanding of technology, and influencing capabilities to build and scale marketing functions. His largest contributions have been in the areas of sales-marketing alignment, digital marketing, developing end-to-end demand generation practices from awareness through purchase, and leading cultural transformation. His skills range from digital marketing strategy & execution to direct marketing, global online media optimization, inbound marketing to SEM and beyond.



Melissa Sargeant

CMO | AlphaSense

CMO Super Power

Driving growth.

Melissa is a forward thinking, strategic marketing leader, driving sales and profitability for startups and industry leaders both organically and through acquisitions. She has been recognized for identifying and reacting to market trends and aligning sales and marketing strategies with business objectives to generate significant growth. She leverages global experience with expertise in marketing diverse technologies with special emphasis in global B2B software (SaaS and on premise). She has delivered high impact results like achieving 25% year-over-year pipeline growth, delivering 60% marketing pipeline contribution and driving more than 50% increased sales, to name just a few.



Kevin Sellers

CMO | Ping Identity

CMO Super Power

Balancing the art and science of marketing.

Kevin is a modern marketer with extensive digital expertise to drive growth and relevance for world-class brands. He is a differentiated thinker that leverages insights and analytical tools to carefully balance the art and science of marketing to help lead brands with exquisite positioning and storytelling that moves audiences to action. Kevin is also a distinguished omni-channel storyteller with deep experience that includes enterprise strategy, brand building, product marketing and analytics all tied to tangible business growth, ROI and sustained brand strength.



Gary Sevounts

CMO | Malwarebytes

CMO Super Power

Scaling growth.

Gary is a full-stack growth CMO with a proven track record in building and scaling high-impact marketing teams and engines in VC-funded, PE-owned, and public companies. His recent awards include 2021 CMO of The Year in KYC / Compliance Space and 2018 Top 35 Marketing Executives by Wall Street. His recent success highlights include \$1.3B --> \$4.5B valuation of Socure, \$640M acquisition of Kount by Equifax, 4x revenue growth in 3 years (Aryaka Networks), 17x revenue growth in 3 years (Zetta.net) and 11x customer acquisition cost reduction in 2 years (Zetta.net).



Ellina Shinnick

CMO | HubInternational

CMO Super Power

Navigating complex organizational structures.

Ellina Shinnick is CMO for HUB International, leading global strategy for both their B2B and B2C organizations. Blending data, insight, and creativity, Ellina's marketing efforts prioritize driving revenue while engaging with both customers and employees to create campaigns that resonate internally and externally and help achieve customer success. During the pandemic, Ellina led the charge for HUB to become a valuable partner for clients and prospects by providing substantive, pertinent content and rewarding virtual events. Ellina is committed to innovative marketing that has, and continues to, differentiate HUB in it's marketplace.



Johnny Smith

VP, Marketing Services
| Encompass Health

CMO Super Power

Building an accountable marketing function.

Johnny is the VP of Marketing Services for Encompass Health, the nation's largest provider of rehabilitation hospitals. In his role, Smith leads a team of marketing, communications, creative, digital marketing and marketing research professionals. Previously, he was national senior director of marketing and communications for Ascension, and system director of corporate communications for St. Vincent. He began his career at Indiana University Health, and has a Master of Arts in Communication from Johns Hopkins University and a Bachelor of Science in PR from Ball State University. He serves on the American Lung Association National Board



Kevin Spurway

Chief Marketing Officer
| Similarweb

CMO Super Power

Brand reinvention.

Kevin has over 20 years of experience leading high-performance marketing teams. He is currently the CMO of Similarweb. Previously, he served as the CMO of Appian, helping to drive strong, sustained growth through the company's IPO—the top performing software IPO of 2017. Prior to that, Kevin was SVP of Marketing at MicroStrategy, where he was responsible for product marketing and management of the company's analytics solutions. He has held similar senior marketing and corporate development positions at PTC and Altosoft. Kevin holds a B.A. from Dartmouth and a JD from Harvard Law School.



James Stanton

VP, Marketing | Empyrean

CMO Super Power

MarTech optimization.

James is an equally left- and right-brained marketing executive who has built a career helping companies foster a culture of innovation, while simultaneously driving top-line revenue. He has a proven track record of driving strategic planning and creative marketing to deliver product innovation, B2B demand generation, brand identities, and sales growth. James is a cross-functional leader and creator of customer-centric experiences—applying data-driven insights to identify/address performance gaps. He has a keen ability to simplify complex business problems and ignite brands. He is a serial optimist, as well as a builder of marketing teams through leadership, empathy, and collaboration.



Rebecca Stone

SVP | Cisco Customer Solutions Marketing & CMO | Cisco Meraki

CMO Super Power

Powerhouse team building.

With more than 20 years of experience in marketing B2B technology products, Rebecca has consistently demonstrated the value and return of marketing programs on sales. Her in-depth understanding of the customer journey, combined with a data-driven approach, has helped her achieve 5-10x growth in marketing-generated pipeline throughout her career. On top of the business results she delivers, Rebecca has a track record of building an adaptable culture and transforming her teams to create an impact where it matters most.



Bill Strawderman

CMO | GS1 US

CMO Super Power

Driving brand inside and out.

Bill builds programs, platforms and teams that grow revenue and build reputation, with deep digital marketing roots and a knack for using data to win. His core competence is to align marketing and business strategy to build customer value across content, channel and experience dimensions. Bill balances a deep understanding of business drivers with a broad, creative passion for making the best ideas easy to find, use and advocate. These qualities, along with his dedication to growing people, reinforce the critical role of company culture in building enduring brands.



Rashmi Vittal

CMO | Productiv

CMO Super Power

Partnering with Sales to drive growth.

Rashmi is an accomplished marketing executive with more than 25 years of pre-IPO and large corporate enterprise software experience, building and leading marketing teams that bring to market innovative, high-growth SaaS-based solutions for CMO and CIO buying centers. She excels at developing revenue-generating GTM strategies aligned to product roadmaps that drive market awareness and pipeline growth. Rashmi understands the importance of strategic positioning paired with creative storytelling to motivate change and has led many messaging initiatives in her career. She has instituted best practices to accelerate the sales cycle with value-building sales playbooks, comprehensive sales enablement, collateral and competitive intelligence.



Jamie Walker

SVP, Marketing | Keyfactor

CMO Super Power

Accelerating growth.

Jamie Walker is a performance-driven marketing executive with a track record of accelerating revenue growth for fast-growing SaaS companies. She is passionate about mentorship and building high-performing teams through an approach centered on people, processes, and technology. Jamie currently serves as the Senior Vice President of Marketing at Keyfactor where she leads several global marketing functions – digital, brand, demand generation, field marketing, content, communications, product, and community – to develop integrated, revenue-generating campaigns that support Keyfactor’s growth plan. Before Keyfactor, Jamie held various executive leadership roles at high-growth tech companies. She currently lives in Atlanta with her husband and two children.



Misty Walsh

Director of Marketing
| Centric Consulting

CMO Super Power

Demonstrating the power of marketing.

Misty is a diversified marketing strategist who has spent the last several years in professional services. She is a creative leader and problem solver who has demonstrated success in building brand awareness, developing marketing teams, and devising marketing strategies that deliver on business objectives. Misty has always been drawn to opportunities where she can build and create. In her past few roles, she has had the opportunity to evolve team capabilities and develop marketing maturity. Witnessing the effect of these efforts – whether that is new business generated or seeing members of her team achieve professional success – is her daily motivator.



Christopher P. Willis

CMO & Chief Pipeline
Officer | Acrolinx

CMO Super Power

Transforming marketing into pipeline.

As CMO, Chris informs marketing activities and brings a data-driven mindset to the entire pipeline design and optimization process, with the goals of ensuring predictability for the business, and helping sellers exceed their goals. Chris is an innovative and results-oriented executive with experience developing successful marketing and sales organizations. He has the proven ability to build from the ground up to drive growth for the company. His specialties include brand strategy, marketing design and development, relationship development, technical sales, international market development, conference management and public speaking.



Mika Yamamoto

CMCXO | F5

CMO Super Power

Transforming go to market engines to unleash new growth.

Mika is insatiably driven to make a meaningful impact personally, professionally and within the community – to leave things better than they were before. Her ability to create environments that cultivate both great marketing and great marketers has led to a track record of results. She is an exceptionally dedicated leader, mom, philanthropist and adventure seeker, and she believes in going all out in every aspect of work and life.



Gabi Zijderveld

CMO | Smart Eye

CMO Super Power

Motivating high performance global teams.

Gabi is passionate about building new “stuff”: products, markets and strategic partnerships. And, mitigating the risks in Artificial Intelligence through advancing the ethical development and deployment of AI. She is a high-tech strategy, marketing and product leader with 25 years of vast international experience in Fortune 50 (IBM), pre-IPO start-up and mergers & acquisitions. Gabi has had success launching v 1.0 products, leading go-to market strategies, new market entries, and execution of product, marketing, sales and partner programs across geographies and routes. She is accomplished at building strong partner ecosystems and collaborations with clients, media and analysts.

About Us

Renegade

Renegade.com is the go-to content resource for B2B CMOs and other marketing-obsessed individuals. Featuring the insights gleaned from over 500 CMO interviews in the last 10 years, Renegade.com offers a wide range of savvy content including:

Podcasts: Published every Friday for the last six years, Renegade Marketers Unite, features interesting interviews with highly effective marketing leaders.

Videos: Tuesday Tips, a short-form video series, offers timely insights from the CMOs of CMO Huddles. We also host a live streaming show featuring B2B CMOs every two weeks called Renegade Marketers Live.

Newsletter: The Cut, a monthly newsletter with thousands of subscribers, has delivered practical guidance for senior marketers for over a decade.

Blog: The Renegade blog provides news CMOs can use every week.

Books: Renegade.com founder Drew Neisser has authored two highly acclaimed books, The CMOs Periodic Table and Renegade Marketing: 12 Steps to Building Unbeatable B2B Brands.

Special Reports: Renegade.com publishes a variety of special reports like its highly popular 12 Step B2B Brand Strategy Guide which is updated annually.

Research Studies: Renegade.com's research team conducts press-generating studies on behalf of B2B brands like Appian, Conversica, Human Security, MCE, Riskified, Workforce Software, and more.

For more information, visit [Renegade.com](https://renegade.com).

CMO Huddles

Today's top CMOs are bringing amazing new insights, perspectives, ideas, talents to the table every day, yet they often struggle to get respect in the C-Suite and find themselves isolated from peers.

With access to a diverse network that has solved just about every marketing challenge, CMO Huddles is designed to help CMOs make faster, better, and more informed decisions.

Join expertly moderated, problem-solving conversations about current CMO challenges with highly effective peers in a circle of trust. All huddlers are reasonably vetted to ensure high-quality conversations.

For more information, visit [CMOHuddles.com](https://cmohuddles.com).

InGo

InGo is a Software as a Service (SaaS) product that helps businesses create richer, more personal experiences, acquire new prospects, build communities of B2B influencers and improve marketing ROI. InGo's customers range from the world's largest media companies like the Wall Street Journal to organizations, such as the United Nations, and some of the largest event companies in the world.

InGo's event marketing and content distribution solutions have been used to drive engagement with over 10 million people per year by some of the most trusted companies in media, technology, and events.

For more information, visit [Ingo.me](https://ingo.me).

