

MICHAEL S. KERMAN

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Chief Marketing Officer / VP of Marketing

Thought Leadership | Revenue Marketing | Field & Channel Enablement

Marketing Strategy
Demand & Lead Generation
Digital Marketing
Messaging/Content
Branding / Thought Leadership
Go-to-Market Strategy
Product Marketing
Social Media / SEO / SEM
Channel/Partner Marketing
Cross-Team Collaboration

- Exceptional Marketing Executive with notable expertise in creating compelling vision and using deep customer insight, creativity and data-driven processes to drive growth for domestic and international clients across various industries.
- Accomplished leader and mentor skilled in developing and guiding high performing cross-functional sales and marketing teams, integrating all aspects of thought leadership, demand and lead generation and field/channel enablement into a cohesive plan that delivers an exceptional customer experience and is aligned with business and sales objectives.
- Well-versed and articulate communicator experienced in building and strengthening relationships across the executive level and collaborating on focused, strategic operations.
- Adept at leveraging technology to improve segmentation and go-to-market strategies, accelerate data-driven decision making and streamline marketing operations.

CAREER ACCOMPLISHMENTS

- Led marketing teams in 7 companies, including 4 public organizations and 3 successful PE-backed companies
- Commercialized more than 100 solutions, covering SaaS, managed services, data, and professional services
- Re-architected marketing and GTM strategies leading to more than \$3B in market opportunities.
- Co-founded electronics start-up and grew revenue from zero dollars to \$5M.

PROFESSIONAL EXPERIENCE

INTEGRICHAIN—Philadelphia, PA

VP, Marketing, 2020-present

Hired to build a marketing capability for \$60M, AKKR-backed company selling data, applications and managed services to pharmaceutical companies in North America.

- On track to achieve coveted “Rule of 40”
- Implemented digital marketing transformation that grew weekly funnel fill by 400% in 2 years
- Increased pipeline influence from 18% to 30% in 24 months, grew revenue from \$60M to \$100M
- Improved brand awareness from 28% to 45%
- Maintained 3x-4x pipeline coverage for 12 consecutive quarters

REVGEN CONSULTING, LLC.—Philadelphia, PA

Principal/Marketing Strategist, 2008-present

Boutique consultancy providing marketing insight to growth businesses in Real Estate, FinTech and Hi-Tech around go-to-market strategies, market sizing and growth planning, customer insight/VOC research and marketing performance improvement and optimization.

Co-leader of Sales Benchmark Index consulting team associated with Centerbridge's 2019 acquisition of IBM marketing assets and creation of the ACOUSTIC company. Subject Matter Expert (SME) on marketing-related processes of ACOUSTIC including messaging, campaign design, branding, marketing operations, budgeting and buyer journey mapping.

RDC—King of Prussia, Pennsylvania

Chief Marketing Officer, 2017-2019

Developed Go-to-Market strategy, sales enablement, brand management, content strategy, digital marketing, and events for Vista-backed company in the KYC/AML market. **Sold to Moody's in 2020.**

- Successfully increased overall marketing contribution to bookings from 20% to 43% in less than 18 months.
- Increased web and Pay-Per-Click (PPC) conversions by 250% while simultaneously reducing impressions by 93%.
- Improved inbound demand by 48% in seven months, and brokered 87% of deals greater than \$100K.

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REVITAS—Philadelphia, Pennsylvania

VP, Products/Markets/Alliances, 2012-2017

Oversaw operations and daily activities associated with product strategy and management for LLR Partners portfolio company, which including directing web and digital marketing, managing PR and analyst relations, and guiding content and marketing operations. Utilized Marketo and HubSpot to govern lead maintenance and lead scoring processes, and assisted sales teams with market segmentation, ROI sales tools, and whitespace analysis. **Sold to Model N in 2017.**

- Secured 34% of sales pipeline for new business opportunities, by successfully executing innovative campaign ideas.
- Overhauled GTM strategy, product roadmap and messaging to aid in reducing EBITDA from \$11M to \$2M in three years.
- Drove 52% increase in net-new leads year over year by leveraging functionality and processes in SFDC, Marketo, and HubSpot.

CDI CORPORATION—Philadelphia, Pennsylvania

Director, Global Strategy and Solutions, 2009-2012

Recruited to grow high-value solutions outsourcing business with Fortune 1000 companies. Designed methodologies and supporting content for three key practices including Quality Assurance/Testing, Application Modernization and Service Management. Collaborated with practice leaders to develop consistent solution messaging, sales tools, content, and Eloqua-based ABM campaigns.

- Secured \$30M+ in TCW wins at Ameriprise, Intel, McKesson, and Tufts University.
- Collaborated with IT Solutions business unit to achieve growth from 12% to 16% of corporate revenue.

SAP AMERICA—Newtown Square, Pennsylvania

Senior Vice President, North America Marketing, 2007-2008

Developed and managed a cross-functional team of 110 field/solution marketing and telesales professionals tasked with developing and enhancing lead generation and field enablement across all LOBs and 25 vertical marketing channels. Implemented strategic plans to align policies and procedures across LOBs and verticals for new resource allocation and marketing funding model.

- Spearheaded a high-volume, low-cost demand generation service that effectively reduced cost-per-lead by <60%.
- Captured a 24% contribution to overall sales pipeline, exceeding the 20% annual target.

Additional Experience:

Vice President, Marketing & Chief Strategy Officer | Overland Storage, San Diego, CA

Vice President, Field Marketing/Brand Management | CA Technologies (Computer Associates), Islandia, New York

Vice President / General Manager - Vice President, Product Management | Symantec Corporation, California, New York, Toronto

Group/Director Product Manager - Senior Product Manager | Symantec Corporation, California, New York, Toronto

Co-Founder / Lab Chemist | ECI Technology, New York

EDUCATION AND CERTIFICATIONS

M.B.A., Marketing | University of North Carolina - Chapel Hill, NC

Bachelor of Science, Chemistry | Binghamton University - Binghamton, NY

Pragmatic Marketing Certification

American Marketing Association – Professional Certified Marketer, Digital Marketing

Professional Associations

American Marketing Association / Beacon | Member

Drexel University and Baiada Institute for Entrepreneurship / Temple University and Fox School of Business | Coach, and Mentor

Technical Proficiencies

Microsoft Office Suite, Salesforce, Marketo, Pardot, Wordpress, SharePoint, LinkedIn, Canva, G-Suite, Adobe InDesign