



## B2B SaaS Growth & Revenue Marketing Executive

 JustinUlrich.com

 JustinC.Ulrich@gmail.com

 (720) 422-0874

### SKILLS

Demand Generation  
Growth Marketing  
Go-to-Market Strategy (GTM)

Revenue Marketing  
Marketing Operations (RevOps)  
B2B SaaS Marketing

Lifecycle & Nurture Marketing  
Pipeline Generation  
AI-Driven Marketing

### CAREER SUMMARY

#### VP OF MARKETING

Evocalize - Seattle, WA (Remote)

Nov 2022 - Present

Own development and execution of comprehensive acquisition, partner, and customer marketing strategies. Lead all marketing functions, including content creation and distribution, product marketing, partner program, nurture programs, sales enablement tools, online presence, marketing automation, SEO, paid media, events, and brand management.

- Built demand gen engine from the ground up, growing monthly leads by **1,200%** and qualified opportunities by **500%**
- Grew Sales Pipeline by **200% YoY** each year, totaling **\$32M** in Qualified Opportunities generated
- Increased closed deal volume by **300%** with **86%** of all deals being marketing sourced
- Increased monthly social impressions by **1,500%** and social engagements by **2,500%**
- Created, host, and produce weekly podcast as strategic initiative to drive awareness, leads, and valuable content
- Manage experimentation roadmap to test growth channels, marketing tactics, and new strategies
- Led complete brand, website, and content overhaul
- Broke into new verticals, establishing strong presence and driving closed deals with top-tier organizations
- Launched PLG motion to increase scale through individual account creation, and open doors to new enterprise deals

#### VP OF MARKETING

Team Engine - Boulder, CO (Remote)

Jan 2022 - Nov 2022

Owned strategy development and execution of all things acquisition, partner, and customer marketing. Managed content creation and distribution, marketing automation and technology, partner program, nurture programs, sales enablement tools, online presence, SEO, paid search, paid social, events, as well as all things brand and corporate marketing.

- Continually assessed and implemented new marketing technologies to scale efforts of lean and scrappy team
- Implemented clean lead attribution process, allowing for highly reliable reporting
- Grew monthly inbound leads by **15x** through introduction of new channels and implementation of new programs
- Grew monthly qualified demos booked by **300%**
- Led procurement and implementation of HubSpot with integration to Salesforce
- Grew new monthly pipeline added by marketing by **400%**, ultimately equating to **42%** of sales pipeline
- Increased organic web traffic by **300%** through implementation of new content and social programs

#### DIRECTOR OF DEMAND GENERATION

Signpost - Denver, CO (Remote)

Jun 2020 - Jan 2022

Owned strategy development and execution of inbound and outbound demand generation and customer acquisition. Managed content creation and distribution, marketing automation, partner campaigns, nurture programs, sales enablement tools, online presence, SEO, paid search, paid social, events, as well as all things brand and corporate marketing. Collaborated cross-functionally both internally and with agency partners to create impactful initiatives.



## B2B SaaS Growth & Revenue Marketing Executive

 JustinUlrich.com

 JustinC.Ulrich@gmail.com

 (720) 422-0874

- Continually assessed and implemented new marketing technologies to scale efforts of lean and scrappy team
- Created a lead engine from the ground up, increasing marketing-sourced deals from **5%** to **75%** of all sales
- Increased monthly lead volume by **10x** through introduction of new channels and implementation of new programs
- Cut Cost per Lead and Cost per Deal by **56%** and **57%** respectively
- Implemented extremely clean lead attribution, allowing for highly reliable reporting
- Increased organic web traffic by **10x** through implementation of new programs

### SR. BRAND MARKETING MANAGER

Polaris - Plymouth, MN

Sep 2018 - Feb 2020

Led team of **8** direct reports in building and executing annual go-to-market plans for **\$2B/year** business. Responsible for brand strategy, creative and content development, paid media, new product launches, social media, events, PR, competitive insights, retail management, dealer training and sales tools, partner program and campaigns. Partnered with agencies, brand partners, ambassadors & influencers, and the cross-functional team to deliver retail results.

- Managed **\$8.5M** budget across all go-to-market activity for market-leading RZR and GENERAL brands
- Contributed to **\$140M** revenue growth, maintaining **#1 market share** across both brands
- Led some of the most significant marketing wins Polaris Off Road has ever seen - from content views, to sustained long-term customer engagement, to the largest product platform launch in history of the business
- Managed the creation of new product launch strategies and go-to-market plans for **5** successful product launches
- Shattered annual lead goal of **25,000** leads, generating **150,000** leads through new approach to content, campaigns, events, partnerships, and product launches
- Achieved **9.2M+** video views, **235M+** impressions, and **63,000** leads within weeks of respective launches
- Led re-brand of RZR and GENERAL brands to align new premium identities with consumer preferences
- Managed the execution of the biggest, most attended Camp RZR ever featuring Nitro Circus, with **25,000+** attendees (**+90% YOY**) and **94M** social impressions
- Led new partner initiatives with Red Bull, Nitro Circus, Diesel Brothers, Hoonigan, GoPro and Porsche

### SR. CHANNEL MARKETING MANAGER

Avero - Denver, CO (Remote)

Sep 2016 - Sep 2018

Led team of **3** direct reports, along with external agencies, in providing end-to-end marketing support to all functions within the organization. Led all inbound and outbound marketing planning and execution for efforts with and without partners, as well as all content creation across all channels for all functions within the company.

- Built growing marketing organization from the ground up
- Led successful re-brand of organization across all channels to establish emotional connection with customer base
- Led acquisition & implementation of HubSpot and other innovative components of marketing technology stack
- Led personalization efforts, from dynamic web components, to persona development, to customer journey mapping
- Mapped out **3-year** marketing road map, aligning Marketing with broader company strategy and transitioning Marketing from support function to revenue generating engine
- Developed program to activate, engage, educate, and enable reseller partners

## B2B SaaS Growth & Revenue Marketing Executive

 JustinUlrich.com

 JustinC.Ulrich@gmail.com

 (720) 422-0874

### SR. MARKETING MANAGER - CHANNEL DEMAND GEN

Mercury/Vantiv - Denver, CO

Apr 2015 - Jul 2016

Provided go-to-market strategies, sales enablement tools, campaigns and program development to Channel Sales and Business Development teams. Collaborated with cross-functional teams to create compelling partner marketing plans, and managed execution. Consulted with partners to develop co-marketed go-to-market plans.

- Created innovative and engaging **\$1M** campaign plan strategically designed to incent key stakeholders in the payments value chain, paving the way for industry shift to chip cards while generating **\$10M** incremental revenue.
- Developed partner portal UX design, ensuring engagement by **70%** of active partners
- Successfully managed **90+** integrated campaigns, resulting in **6,000+** new customers and **\$18M** incremental sales
- Managed **300+** projects including customized collateral, presentations, landing pages, advertising, PR, lead nurturing and demand generation campaigns mapped to partner and merchant life cycle
- Developed modular, standardized campaign structure, which decreased time to market by **65%**

### NATIONAL CHANNEL MARKETING MANAGER

TW Telecom/Level 3 Communications - Lone Tree, CO

Oct 2012 - Apr 2015

Developed and executed overall national channel marketing strategy and partner go-to-market plan, and provided end-to-end marketing support to our entire Indirect Sales Channel nationwide. Consulted with general managers in strategic markets to develop local go-to-market strategies and initiatives.

- Successfully managed **180+** events and initiatives, including webinars, open houses, lunch & learns, trade shows, partner events, SPIFs and sales contests, resulting in approximately **\$150M** in revenue
- Managed marketing program, initiatives, social media, partner portal & web presence within **\$1M** budget
- Proactively developed and implemented lead attribution system for ROI analysis
- Maintained average click-through rate of **50%** on all customized HTML emails with calls to action
- Created new tools, vehicles, and opportunities for demand gen, lead gen, and partner education and enablement

## RELEVANT EXPERIENCE

### CONSULTANT

MG Advisory - Denver, CO

Jun 2020 - Present

### BRAND MANAGEMENT INTERN

Department of Environmental Health - Denver, CO

2012

### MARKETING STRATEGY CONSULTING PROJECT

Desert Sky Group - Denver, CO

2012

### MARKETING CONSULTING PROJECT

GO TOYOTA Arapahoe - Denver, CO

2012

### MARKETING & STRATEGY INTERN

CarePilot - Denver, CO

2012

### STAFF ACCOUNTANT - TAX

DISH Network - Englewood, CO

2010 - 2011

## EDUCATION

### MBA with emphasis in International Business

University of Colorado

2012

### BA in Economics

University of Colorado

Cum Laude with Highest Distinction

2010

## INTERESTS

