

Marketing and Revenue Operations, Automation, and Technology Leadership

Marketing and Revenue Operations leader with 20+ years of experience driving scalable systems, cross-functional alignment, and GTM enablement across marketing, sales, and customer success. Known for translating strategy into action, improving pipeline performance, and building operational infrastructure that supports growth. A strong collaborator and trusted partner to leaders, with a talent for simplifying complexity, mentoring teams, and designing processes that align with business goals and drive revenue outcomes.

Skills and Areas of Expertise

CERTIFICATIONS:

Adobe Marketo Engage Expert 2X

Oracle Eloqua Product Master

Oracle Eloqua Revenue Performance Master

Scrum.org Professional Scrum Master

Demandbase ABM Strategist

Syncari Certified Ninja

Smartsheet Core Product

MarTech Stack Management

Lead Funnel and Lifecycle Definition

System Integration and Data Management

Campaign and Platform Operations for B2B and B2C
Lifecycle Marketing, Demand Gen, Sales and
Customer Success

Prospect and Customer Nurture Strategy for Product-led
Growth (PLG) and Sales-led Motions

Privacy and Consent Compliance (GDPR, CASL, CCPA)

HTML, CSS, and JavaScript

Creative Problem Solving

Ruthless Prioritization

Analytics for Engagement and Growth

Business Process Design and Improvement

Professional Experience

Marketing Technology and Governance Lead

Ford Motor Company – Dearborn, MI (Remote)

October 2024 - present

Responsible for improving global marketing technology selection and management activities, overseeing marketing operations data capability prioritization and compliance, and driving a long-term technology roadmap.

- **Saved \$1M annually in direct mail costs** by leading vendor evaluation and integration into core marketing platforms—improving speed to market, reducing operational effort, and enabling advanced performance measurement within automated marketing journeys.
- **Driving enterprise-wide transformation of marketing operations** through the design and phased rollout of connected systems for annual planning, project management, and campaign measurement. *(In Progress)*
- **Leading overhaul of data structure** to address risks tied to scale and complexity, establishing long-term oversight of data needs, and democratizing audience planning. *(In Progress)*

Director, Marketing Automation

Smartsheet – Bellevue, WA (Remote)

June 2021 - May 2024

Global campaign operations, data orchestration, solution design, support and governance. Applied system architecture and technical expertise directly to projects. Mentored team members on effective practices.

- **Achieved top-quartile team engagement (98%) and manager effectiveness (93%) scores**, surpassing company-wide benchmarks. Elevated team performance and morale by introducing scalable models for project collaboration, QA, development planning, and operational excellence.
- **Reduced annual marketing automation platform (MAP) costs by \$40K** and enabled cross-sell motions by consolidating an acquired company's MAP into the core Marketo instance—supporting parallel brand operations and regional data compliance.
- **Led a cross-functional initiative to rationalize MAP, CRM, and Data Warehouse integrations**, improving performance, data quality, and scalability—**avoiding an estimated \$3M in infrastructure and storage costs over three years.**

- **Enhanced sales productivity and funnel efficiency** through close collaboration with sales leaders on initiatives such as lead routing optimization, automated outreach, and ML-assisted lead scoring.
- **Increased team capacity by 30%** by analyzing project effort and campaign ROI, reducing low-impact work, and redirecting resources to high-value initiatives and transformational projects.
- **Drove sales productivity and funnel optimization** by collaborating with sales leadership to align strategy and execution across lead routing, automated outreach, and machine-learning-assisted lead scoring—bridging marketing and sales through data-driven enablement and technology integration.

Sr. Manager, Marketing Technology and Automation

Poly – Santa Cruz, CA (Remote)

March 2020 - May 2021

Operations leadership role expanded to own MarTech stack of over 120 technologies and global webinar/virtual event operations.

- **Accelerated project delivery by 60%** and reduced production and stakeholder effort by streamlining the content-to-asset workflow through new technology and process improvements.
- **Increased webinar engagement by 30% in four months** by launching and operationalizing a centralized webinar function—including system governance, training, and an internal producer community.
- **Positioned the MarTech stack as a strategic, ROI-driven revenue engine** by leading stack rationalization, optimizing spend, and launching enablement programs to boost platform adoption and value realization.
- **Chaired the cross-functional Marketing Technology Council**, aligning stakeholders on tech investments, preventing redundant spend, and increasing the success rate of new technology implementations.

Sr. Manager, Marketing Automation

Poly – Santa Cruz, CA (Remote)

May 2018 - March 2020

May - July 2018 (Polycom)—Led global marketing automation campaign and platform operations, working with colleagues during acquisition activities to define new sales and marketing strategies and operational models.

July 2018 - March 2020 (Plantronics)—Built the integrated post-acquisition marketing automation function, merging global employee and agency resources across brands and technology platforms.

- **Saved 20+ web production hours weekly** by developing a dynamic form translation solution, enabling rapid launch of Marketo global forms in up to 34 languages.
- **Protected \$1.5M in annual pipeline** by identifying and resolving lead routing breakdowns in collaboration with sales and marketing operations.
- **Led marketing automation platform selection and vendor consolidation strategy**, presenting tradeoffs, time-to-value, and ROI to executive leadership.
- **Executed full Marketo migration in 90 days**, including cross-functional collaboration, platform consolidation, and launch of enablement and training programs to drive adoption.
- **Reduced average project effort by 20%** by improving Marketo program and asset templates, paired with a repeatable content strategy to improve efficiency and consistency across communications.
- **Served as Marketing Data Protection Champion**, ensuring compliance with GDPR, CCPA, and CAN-SPAM by building and operationalizing a universal email consent framework.

Marketing Automation Manager/Senior Manager

Polycom – San Jose, CA (Remote)

July 2013 - May 2018

Technical and creative lead for marketing automation campaign and platform operations, mentorship of distributed producers, and development of innovations in capabilities and processes.

- **Reduced lead routing time by 96%** (from 2.5 hours to 5 minutes), accelerating speed to first contact and improving responsiveness across global sales teams.

- **Improved campaign performance and efficiency** by implementing a drip campaign prioritization system—**cutting production effort by 20%, decreasing unsubscribes by 80%, increasing open rates by 250%, and boosting form conversions by 1,000%.**
- **Saved \$36K annually** by hand-coding “bulletproof” responsive email templates with modular layouts, eliminating reliance on a third-party email builder tool.
- **Built custom integrations between web properties and the MAP**, enhancing digital marketing insight, automation capabilities, and overall user experience.
- **Increased MQL conversion and overall pipeline while reducing lead volume by 38%** through improved lead scoring models tailored to regional campaign needs across four global markets.

Email and Web Designer/Senior Designer

Thermo Fisher Scientific – Pittsburgh, PA

February 2008 - July 2013

Functional lead for team of email and web editors and designers. Served as interim manager.

- **Managed the vendor relationship with the enterprise email service provider**, ensuring service alignment with evolving marketing needs and compliance requirements.
- **Served as the subject matter expert for email, social, and mobile marketing**, advising on platform usage, global anti-spam regulations, and corporate email standards across business units.
- **Built composable marketing automation workflows** by leveraging the ESP’s API via PHP/MySQL—automating audience segmentation, asset creation, and message deployment at scale.
- **Improved average open and click-to-open rates by 25–200%** through continuous testing, optimization, and cross-team education on A/B methodologies and performance analysis.
- **Boosted email deliverability by raising Sender Scores 30 points** through strict adherence to permission-based marketing principles and best-practice list management.
- **Led the creative and technical migration** from a legacy email platform to Eloqua, ensuring a smooth transition and enabling enhanced automation capabilities for global teams.

Manager, Design and Development

Universal Technologies, Inc. – McMurray, PA

April 2006 - January 2008

- **Expanded agency offerings by launching a new email marketing service line**, including business model, operational planning, and technical infrastructure.
- **Redesigned the flagship SaaS product’s architecture and creative strategy** to align with evolving market needs and drive growth.

Graphic and Web Designer, Lead Developer

McCue Design Consultants – Pittsburgh, PA

March 2000 - April 2006

- **Led all web design and development**, adding database-driven technology to agency capabilities.

Education

Bachelor of Integrative Arts

Pennsylvania State University – University Park, PA

Self-designed curriculum combining graphic design, marketing, advertising, psychology, and business

Awards and Community Engagement

Finalist, **Oracle Eloqua "Markie" Award**, "Best Lead Nurturing Campaign" (Polycom, 2015)
 Winner, **MarTech "Stackie" Award** (Poly, 2020)
 Member, **MarTech Leadership Council** (Association of National Advertisers, 2025)
 Juror, **Marketing Technology Innovator Awards** (Association of National Advertisers, 2025)
Founding 1000 Member (MO Pros, marketingops.com)

2X Digital Pi **"PiPerformer"** (2020, 2021)
Committee Member (Association of National Advertisers, 2025)

- Marketing Operations and Transformation
- MarTech
- Measurement and Accountability
- Email Excellence Center
- Data and Direct Marketing

Webinars, Panels and Sessions:

Polycom's AJ Sedlak on Running Multiple Nurture Streams

Inspired Marketing podcast, 2 May 2017; magazine, Issue 2, Fall 2017

The Anatomy of a Marketo Migration

Digital Pi, virtual panel, 14 May 2020

Building a Marketing Automation Center of Excellence

MOPsCON, virtual session, 8 September 2020

Centralize Marketo and Simplify Your MarTech Stack for Greater Success

Digital Pi "Marketo Top Tips", virtual session, 29 October 2020

Anatomy of a Marketo Migration

Adobe Experience Makers, virtual session, 11 February 2021

Practical MarTech Stack Management

American Marketing Association (Pittsburgh), virtual session, 8 March 2021

Can Marketing Ops Generate Revenue Without a Marketing Strategy?

Ops Cast podcast, 30 September 2021

Smartsheet on Smartsheet: Marketing Automation

Smartsheet User Group, virtual session, 2 December 2021

Ask the Experts

MOPsCON, virtual panel, 20 September 2022

Campaign Operations Roundtable

MO Pros Career Fair, virtual workshop, 3 November 2022

Analytics to ROI

Digital Pi @ Adobe Summit, live panel, 22 March 2023

Principles of Practical MarTech Management

MOPs-Apalooza, live session, 6 November 2023

Choose Wisely: Selecting Technology with Intention

MOPs-Apalooza live session, 5 November 2024

AI in Marketing: Two truths and a Lie

The Imaginarium B2B Summit, live panel, 9 April 2025

Upcoming:

How to Get Your Organization Aligned for the AI Age: Positioning Marketing, Ops and IT for Success

Martech.org, live panel, 17 September 2025

Engaging Leadership with a Return on Technology Investment Story

MOPs-Apalooza, live workshop, 27 October 2025