

Crystal Black

MARKETING EXECUTIVE

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**Brand Strategy / Data Analytics / Account-Based Activities / Strategic Partnerships
Web and Search Marketing / Marketing Automation / Partner & Channel Marketing / Promotions**

Global accomplishments in providing marketing expertise to achieve brand-marketing objectives in intensely competitive, volatile, high tech B2B markets. Record of turning around floundering products and programs and driving successful new product introduction.

- **Pioneered a marketing strategy that not only drove AI-informed data analytics solutions to new heights, winning industry accolades, but also ensured swift market and user adoption**
- **Conceptualized and executed multi-source lead generation campaigns for emerging brands generating demand from scratch**
- **Successfully unified diverse brands under a single global identity**

Work History

Vice President, Marketing

Origin AI

3/2023 – 10/2023

A technology company specializing in advanced wireless sensing and AI solutions for smart spaces.

Recruited to fortify market presence amidst rising competition, particularly in the realms of security, home healthcare, and automation and to develop a robust revenue operations (RevOps) practice.

- **Strategic product refinement.** Honed product offerings, distilling them to their core, most impactful elements. This shift not only streamlined sales process but also repositioned products as comprehensive solutions, tailored to meet the specific needs of diverse verticals and customer personas. The objective was clear: guide customers through their journey, making the sales process intuitive and user centric.
- **Forged market presence amidst competition.** Crafted and executed a comprehensive marketing strategy from the ground up, sharpening focus on a well-defined Ideal Customer Profile (ICP) and key personas. This strategic initiative was vital in cutting through the competitive noise, boosting market awareness, and significantly amplifying the impact of marketing endeavors.
- **Industry engagement.** Actively engaged with industry associations, ensuring that Origin AI had a seat at the table where pivotal discussions were happening. My role extended to becoming the marketing chair for the WiFi Sensing subgroup, driving the creation and dissemination of influential marketing content and positioning Origin AI as a thought leader in the space.
- **Strategic Business System Infrastructure Overhaul.** Orchestrated the deployment of a comprehensive business system infrastructure selection, deployment, and integration of an array of advanced tools, ranging from Customer Relationship Management (CRM) and data enrichment platforms to marketing automation systems, with HubSpot playing a pivotal role in the integrated tech stack.

Vice President, Marketing

Aizon (formerly Bigfinite)

10/2019 – 05/2022

An innovative AI and advanced analytics company, Aizon specializes in transforming manufacturing outcomes in regulated industries, with a distinct focus on biopharma.

Recruited in a post-Series B funding, recruited to propel Aizon's revenue trajectory, building out the sales and marketing infrastructure, brand identity, and strategic partnerships.

- **Drove revenue growth.** Catapulted lead generation by 10x and marketing-driven meetings by 36x, culminating in a quarterly revenue increase of 266x from initial pilots, a 6x surge in pipeline, and a 10x uplift in marketing influence.

- **Brand evolution.** Orchestrated the seamless transition from Bigfinite to Aizon, a strategic rebranding initiative to align with the evolving dynamics of the industry.
- **Marketing infrastructure development.** Conceptualized and executed a robust marketing strategy to fuel growth post-funding, leveraging account-based marketing (ABM) tactics and digital lead generation. My ABM approach integrated seamlessly with our CRM, ensuring personalized and timely engagements with key accounts across various stages of the sales funnel.
- **Technology ecosystem implementation.** Led the selection and deployment of vital sales and marketing systems, ranging from CRM, data enrichment, and marketing automation (via Marketo), to video engagement (Vidyard), and ABM tools (Terminus). Recent endeavors include establishing channel/partner and customer portals complemented by support ticketing capabilities.
- **Cross-functional leadership.** Steered a dynamic marketing team, fostering integrated collaborations across product marketing, customer support, and training. This synergy was pivotal in managing press, analyst relations, and demand generation initiatives.
- **Sales enablement and partnerships.** Cultivated a synergistic partnership with both direct and channel/partner sales teams, focusing on educational initiatives around lead and account scoring, ABM strategies, reporting, and persona-specific engagement.
- **Thought leadership and recognition.** Engaged actively with the innovation lab, contributing to presentations, training sessions, and publications. This collaboration bore fruit, earning us accolades such as the Frost & Sullivan Best Practices Award, and facilitating influential presentations and training sessions with notable organizations including UNIDO, Xavier University, PDA, and ISPE.

Director of Marketing

Saama Technologies
09/2015 – 10/2019

An AI and advanced analytics solutions company focused on business outcomes in life sciences, insurance, retail, and high tech

Drove brand transition from services business to higher value solutions business by building company's first account-based marketing program, first partner marketing program, expanding corporate communications, and leading global sales enablement and operations. Managed inside sales team and supported sales team globally.

- **Brand evolution and funding support.** Strategic thought leadership initiatives were central to attracting a substantial \$40M in Round B funding, a crucial step in transitioning Saama to a SaaS model, thus propelling sales and enhancing brand valuation. Efforts included a comprehensive mix of earned media, award submissions, analyst briefings, speaking engagements, and targeted ABM digital strategies, resulting in eight awards and two finalist positions for innovation and product excellence.
- **SaaS solution launch and brand transition.** Collaboration with Solutions Marketing and Product Management teams led to the identification and articulation of compelling value propositions, culminating in the successful launch of the Life Science Analytics Cloud. This pivotal move repositioned Saama in the market, significantly boosting the brand's valuation. The transformation journey of Saama during this period is now a featured case study at the Kellogg School of Management.
- **Market penetration in pharma.** With an entry into the pharmaceutical sector, brand awareness in this new domain was substantially enhanced. The selection and implementation of Triblio as the ABM platform resulted in a notable increase in target accounts visiting the site, from just two initial accounts to 183, coupled with improved site engagement metrics, including doubling the number of pages per session.
- **Strategic partnerships and industry engagement.** Leadership extended to initiating and fostering a comprehensive partner program, ensuring successful solution launches and joint demand-generation activities with industry stalwarts such as Microsoft Azure, Hortonworks, Informatica, Tableau, AWS, ICON, and others. Additionally, a key role was played in executing the prestigious Intuition Big Data conference, bringing together thought leaders from Forrester, Cisco, Microsoft, Booz Allen Hamilton, and Salesforce.

Director of Marketing

Grid Dynamics
02/2014 – 09/2015

A DevOps services company focused on cloud solutions for retail, finance, and high-tech

Transformation from a service-based to a solutions-oriented business model, alongside managing a variety of marketing functions.

- **Created first marketing plan, go to market (GTM) strategies and lead generation campaigns.** Launched new channel initiatives with Cost Per Click (CPC) targets. Negotiated strategic alliance activities with Oracle, SAP, and development tools companies like CloudBees and Qubell.

Senior Marketing Manager

APTARE
09/2012 – 02/2014

An enterprise backup and storage reporting company focused on IT as a Service, compliance, and optimization

Recruited to rebrand and update company messaging, improve lead processes, and expand global channel plan.

- **Led transition out of shrinking space.** Rebranded the company. Updated messaging to address pain. Expanded global channel strategy. Updated corporate look and feel. Modernized external and portal web sites. Overhauled business systems including integration points among website, advertising, Marketo, and Salesforce.
- **Revamped sales and marketing processes.** Brought in a business development team which included sales scripts and training assets. Introduced joint marketing with channel partners including regular training and deal registration. Logged a 50% reduction in bounce rates and 200+% improvement in opens and clicks in marketing automation. Trimmed cost per click by 70%. Increased conversion rates by 500% for events and 300% for click-per-lead programs.

Global Marketing Programs Manager

JDSU
07/2009 – 01/2012

An optical component and test and measurement company

After JDSU acquired Finisar (prior employer), continued as Product Marketing Manager of acquired storage test business and expanded to global marketing programs, events and advertising. Managed \$2M+ global marcom budget.

- **Drove sales and marketing process improvements by implementing global business systems and conducting training.** Increased efficiency by developing and improving reporting tools mapping ROI to marketing activities.
- **Unified JDSU's brand globally.** JDSU had different brands in its two divisions as well as in each continent. Visited each continent and worked with sales and marketing leaders to identify critical elements of their brand marketing activities. Overcame resistance. Oversaw design of a custom booth that could accommodate the concerns of each region. Secured universal buy-in. Resulted in new web site platform and rebranding including international site support.

Corporate Marketing Manager/Product Marketing Manager/Storage Test Business

Finisar

11/2005 – 07/2009

An optical component and subcomponent company which also had a test and measurement business that was sold to JDSU, and an enterprise storage business spun off to create Virtual Instruments, now Virtana

Focused on growing Enterprise Storage business and supported development of FCoE and 16G Fibre Channel test tools. Re-branded company; expanded marketing programs worldwide, including partners and social media. Managed strategy, planning and execution of external and internal events internationally. Spearheaded marketing transition of enterprise storage business spin-off to Virtual Instruments and from Finisar to JDSU.

- **Unified Finisar's brand across business units.** Finisar had three businesses all with separate looks. Worked cross-functionally with sales, marketing, executives, and IT to create a new brand bringing the favorite elements of each organization into one web site.
- **Developed global marketing communications plan including expansion of programs to Europe and Asia.** Began first interactive media program including blogs, micro-sites, and social media. Launched and maintained all web sites including content, technical updates and server maintenance.
- **Publicly demonstrated business and technical aspects of test and measurement equipment including capturing and reading protocol traces.** Supported industry association joint activities including Fibre Channel Industry Association, Ethernet Alliance, SATA-IO, SCSI Trade Association, and PCI-SIG.

Marketing Communications Manager

Orion Multisystems

04/2004 – 11/2005

Orion Multisystems provided 12 to 96-node personal supercomputers to scientists and engineers globally.

Managed all aspects of marketing communications in a startup environment.

Earlier employment: Project Coordinator/Technical Writer - Virtual IT; Assistant Technology Coordinator/Lab Manager - Virginia Polytechnic Institute and State University; Internet Librarian - Transmeta.

Education: M.A. and B.A., English, **Virginia Polytechnic Institute & State University**
Certificate, Women and Leadership, **University of California Berkeley**