

CURTIS WAGNER

CHIEF MARKETING OFFICER

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Data-Driven Marketing – Unifying Disparate Brands & Inspiring Global Product Adoption 5X+ M&A Valuation From Worldwide Brand Awareness

Influential marketing and business growth champion credited with boosting category appeal and building adjacent markets – capturing industry attention and maximizing revenue results despite cutthroat high-tech competition. Rapid leadership career trajectory at major technology players, including SAP and Corel.

Millions in Revenue Results - Staff Retention Against Competitive Technology Markets

Leadership Performance Milestones

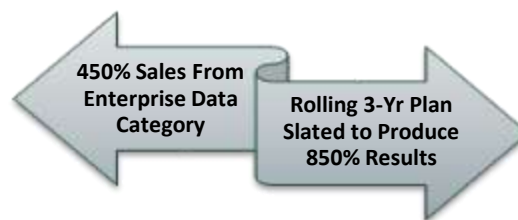
370+ Media Mentions: Forbes, DM News, ZDNet, Huffington Post, CMO.com, Wall Street Journal

Strategic Marketing Transition:

Positioned DataTech in Integrated Marketing Management category (garnering global attention, while shaping brand launch and IPO).

Data-Driven Marketing: Improved revenues using content gained from global study of 2,200 marketers; connected thought leadership to messaging and inspired keynotes.

Evolved DataTech Offerings & Brand – Attracting Global Audience & Shaping \$525M Sale at \$90M Company



Brand Awareness & Benchmarks:

Built and employed Marketing scorecard illuminating team contributions and shaping growth (methodology featured in *Analytics-Based Marketing: Scholastic*).

Rapid Career Ascent: Recruited and earned VP-level CRM, On Demand, Product, and Services Marketing roles at SAP.

2018 Data Marketing Association Marketer of the Year | Marketing Executive of The Year, Stevie Awards

Marketing Career Progression

DataTech, Chicago, IL | 2010–Present

Created and led strategy positioning firm as global data warehousing leader (enterprise big data analytics, data-driven marketing, business intelligence, CRM, other services) – reaching #1 ranking in multiple Gartner Magic Quadrants.

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Intensive Growth & Market Recognition Fueled By Category Positioning & Sales Alignment

Thought Leadership

First Global Campaigns

Brand Advisory Services

Recruited as strategic executive and international Marketing head, taking central role in global Sales-Marketing alignment and IPO; drove category changes, influenced strategic direction, launched brands, and led post-DataTech Marketing integration. Helm globalization, strategy development, product introduction, and international campaigns, focusing on global consolidation, M&A, new-market entry, demand generation, and talent retention.

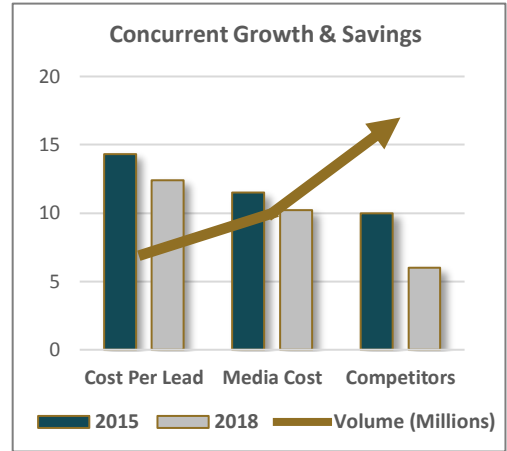
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PAGE TWO

DataTech

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- ▶ **Industry & Career Recognition:** Garnered *Marketer to Watch* awards from the Sales & Lead Management Association; built multimarket Direct Data Marketing survey **securing 35% engagement among unique visitors**.
- ▶ **Market Revolution:** Quickly transitioned DataTech to Integrated Marketing Management category; assessed opportunities for brand, reconstructed Marketing, and launched high-profile SaaS product.
 - ✓ **Influenced Gartner reaction** based on vision and research; championed positioning with white papers and road shows.
 - ✓ Carved out adjacent market with technology team.
- ▶ **CMO Relationships:** Led 8-digit sales results with strong ROI by meeting with 32 CMOs at Macy's, Red Cross, and other brands.
- ▶ **Sales Pipeline Growth:** Boosted demand and revenues (65% qualified lead volume), challenging tactical view of Marketing with scorecard metrics and pipeline statistics for customer retention.
 - ✓ Cut cost-per-lead 32%+, with concurrent rise in global sales.
- ▶ **Globalized Marketing:** Formed well-regarded Marketing team with 100% retention, countering cultural challenges with global focus and collaborative country branding. Standardized practices with centralized model.
- ▶ **Post-M&A Integration:** Formed DataTech Marketing Applications in EMEA and Americas with brand and communication integrations **for 4 acquisitions** (AB Interactive, Proxy Mobile, and Q Interactive).
 - ✓ As Applications evangelist, led long-range roadmaps with HQ and cross-functional groups.

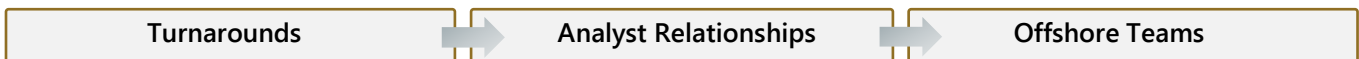


The Marketing Source, Clearwater, FL | 2008–2010

Built and delivered viable marketing, messaging, corporate startup, funding, and turnaround strategies.

CHIEF EXECUTIVE OFFICER; CO-FOUNDER

Profitable CMO Services, Demand Strategy, Go-To Market Planning, & Branding Firm



Launched interim CMO service and Marketing as a Service, capitalizing on CMO expertise at Corel and Cloudflare to offer strategic planning, infrastructure development, brand positioning, and technology guidance; generated \$500K during recession with robust suite of services and marketing intelligence. Led global team building, marketing strategy development, category creation, branding, business turnarounds, and message development for corporate clients.

- ▶ **Capital Raising:** **Played core role in A and B funding**, relying on intensive storytelling and sales influence; served as CMO, working with CEO to leverage early wins for additional funding.
- ▶ **Brand & Messaging Strategy:** Expanded Force Wireless valuation with new marketing message (instrumental in \$20M round B funding). Developed clean-tech brand for environmental sustainability company Enviro-Kept.

Customer Engagement

- Enterprise Positioning
- Storytelling Methodology

Go-To Market Strategy

- Rebranding
- Marketing Intelligence

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PAGE THREE

Corel, Portland, OR | 2004–2007

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Market Awareness, Online Growth, & Cost Savings at SaaS Enterprise Technology Company

EMEA & US Budgets

Customer Advocacy

Enterprise Strategy

Built consensus for new online marketing launch and e-business portal; increased customer engagement 45% with survey and scorecard metrics tracking. Consolidated and optimized marketing organizations into global group during post-M&A integration from dual publishing companies.

Cloudflare, San Diego, CA | 2002–2004

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Repositioning Strategy, Marketing Oversight, Global Product Management, & Marketing

Channel Marketing

Corporate Branding

Product Management

Built Business Development influencing growth to \$1B in 2003; countered commoditization with expansion solutions.

Other Experience:

SAP Corporation

VP ON DEMAND & SERVICES MARKETING; VP GLOBAL CRM PRODUCT MARKETING

Led ERP team building and CRM market launch; built global organization; managed global 50-member team.

Education

Bachelor of Arts in Broadcast Journalism & Political Science: University of Minnesota, Duluth

Leadership Development Program: Center for Creative Leadership

Publications

White Papers

The New CMO-CFO Alignment: Best Practices for Driving Collaboration Between Marketing and Finance

The Top 5 Myths of AI: What Every CMO Needs To Know

DataTech Data-Driven Marketing Survey 2019, Global Executive Summary & Global Full Report

Infographics

10 Ways to Jumpstart Analytics-Driven Marketing Efforts; 10 Best Practices to Leverage AI in Marketing

Books

Analytics-Based Marketing, Driving More Value Through Customer Engagement

AI Marketing Hero

Board & Professional Affiliations

Trustee, Marketing Data Institute - Former Board Member, SkyTech Environmental Laboratories

Resume Strategy

Curtis had been involved in notable marketing campaign strategies of global scale and large ROI (in the 4 figures), building top-performing marketing and data assets, and carving out an industry reputation as a customer-focused sales driver respected by teams across numerous disciplines. He was now targeting a consumer product marketing role, trying to leverage his technology background and brand expertise to show how he could create growth using digital and content marketing.

As B2C audiences are slightly less “toned-down” than technology companies, I chose bright greens to signify his ambitious leadership style, along with touches of gold to emphasize credibility. I used bold graphics to point out the breadth of his skills, selecting just 3 areas of concentration under each job. The resume also mentioned data points including revenue and growth figures, media mentions, and engagement results to demonstrate his readiness to take on new industry challenges.

Curtis reported strong results with the new format, along with a keen interest in the content from his executive peers.