

Farah Ali

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Summary

- Accomplished senior marketing executive with a proven ability to grow revenue/market share
- Increased brand awareness for B2B software companies using digital media/traditional marketing
- Extensive experience at both Fortune 100 companies and technology startups including:

Product Marketing
Marketing Strategy
Social Media

Demand Generation
Analyst/Public Relations
Corporate Marketing

Cloud/SaaS
Vertical Marketing
Team Building

Experience

SM Media

Orlando, FL

Startup that provides cloud-based social media sales and marketing software to large corporations.

Vice President-Marketing

2016-Present

Responsible for global marketing with a focus on North America and EMEA. Member of Executive Staff, tasked with overall business strategy and execution. Hired and managed 7-person team.

- **Product Marketing:** Developed innovative go-to-market strategy for key verticals including financial services, insurance, and direct sales. Created “Social Sales” messaging and dozens of vertical content pieces, including blog posts, ebooks, and videos.
- **Demand Generation:** Increased pipeline by 10X and qualified leads by 20X. Created demand generation strategy with innovative customer reference marketing (videos, PR, testimonials), targeted events, and marketing automation.
- **PR/AR:** Obtained coverage in WSJ, Forbes, Bloomberg, BusinessWeek, Fortune, Financial Times, Fast Company (cover), and speaking opportunities for CEO, including World Economic Forum (Davos). Awarded Fast Company “Cool Company” Award.
- **Brand:** Increased brand awareness by 8X in twelve months across eight key verticals. Established SM Media as innovative leader in enterprise social media and as “go to” thought leader on broader social media trends. Developed brand awareness strategy.
- **Results:** Established market leadership, moving company from #3 in financial services software to #1 in 6 months. Revenue increased 270%; PR coverage increased 80%; brand awareness in key verticals moved from ~10% to ~80%; pipeline increased 10X.

Acme Co.

San Francisco, CA

Provider of SaaS software for global brands including Quaker, Intuit, General Mills, and Nestle.

Senior Vice President-Global Marketing

2014-2016

Responsible for marketing strategy and product thought leadership. Reported to CEO and was member of Executive Staff. Drove strategy for key verticals and expansion into new markets.

- **Demand Generation:** Increased pipeline by 2X in twelve months and drove 75% of revenue in new markets. Developed company’s first demand generation programs. Implemented marketing automation software. Hired and managed sales development team.

- **Product Marketing:** Created vertical “go to” market strategy and developed web content and messaging. Conceived of “TreeData” product resulting in significant market differentiation in consumer research segment.
- **Brand:** Created brand re-positioning from “low price” leader to “quality research” leader resulting in significant multi-million dollar contracts with Quaker, Gartner, and General Mills. Positioned company to sustain price increases during market downturn.
- **Results:** Exceeded targets every year. Margins increased 15 points for Acme software (~ 50% of Acme business); pipeline increased 2X; market leadership established for new products (TreeData and CardinalCards.com); overall business moved to profitability.

Vice President-Marketing and Operations

2012-2014

Managed P&L and marketing for \$40M Acme division. Managed a budget of \$8M and team of 5.

- **Results:** Increased consumer acquisition by 100% while decreasing acquisition costs by 40% through a combination of site overhaul, technology development, and product positioning.

Vice President-Marketing, CardinalCounts.com

2010-2012

Managed demand generation, retention, and product marketing for CardinalCounts online data collection application and e-commerce site.

- **Results:** Increased revenue by 82% from \$11 million to \$20 million within 2 years. Increased annual customer retention by 10 points with new retention programs. Doubled e-commerce site conversion by rebuilding website and site optimization.

Google

Mountain View, CA

Senior Director and General Manager, e-Commerce Division

2004-2010

Managed 45-person business unit with two major product lines. Managed engineering and marketing. Responsible for “turnaround” of business unit after massive employee and customer attrition. Reset customer expectations, re-staffed, hired senior managers, and re-established profitable product priorities. Increased revenue 50% in first quarter of management.

Cardinal Network International (acquired by Qwest), President and Founder

Austin, TX

President and Founder

2002-2004

Co-founded international markets division of Cardinal Network, Inc. after acquisition by Qwest. Grew revenue 650% to over \$4 million in annual sales in 2 years. Brought division to cumulative profitability in 1996.

Education

Stetson University, **Executive Master of Business Administration**, Expected July 2019

University of Texas, Austin, **Bachelor of Science in Electrical Engineering**, 2002. President’s Honor Roll

Other

Cordon Bleu trained chef

Frequent speaker at conferences on subject of social media and online marketing