

# MICHELE MOONEY

B2B SaaS Marketing Executive · CMO / VP Marketing

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20+ years building and rewiring high-performance marketing engines across B2B SaaS. What follows are key highlights, including quantified outcomes across pipeline, revenue, brand, and team performance, spanning five companies, acquisitions, and every stage from startup to post-IPO.

## CAREER SNAPSHOT

**20+**

Years B2B SaaS marketing leadership

**5**

Acquisitions led through successfully

**\$1M–\$6M**

Marketing budgets managed

**\$30.8M**

Marketing-influenced pipeline in one year

**156%**

Revenue goal achieved

**506%**

Inbound lead growth

## Document Crunch **Acquired by Trimble, April 2026**

Vice President of Marketing · Oct 2025 – Present

## PIPELINE QUALITY & UPMARKET STRATEGY

- **Grew best-fit (T1+T2) account pipeline mix from 44% to 55% of new logo opportunities within the first full quarter of the new strategy:** achieved by replacing volume-based outreach with ICP-defined, intent-qualified targeting across BDR and demand gen
- **Grew T1+T2 ACV share from 53% to 67% of closed-won ACV within the first full quarter of the new strategy:** quality of revenue shifted, not just mix of opportunities
- **Stopped the team from selling to the wrong companies:** T4/Not-A-Fit conversion collapsed from 13.2% to 3.2%, recovering BDR and AE capacity previously consumed by no-win accounts and redeploying it against best-fit accounts that actually move the revenue line.
- **Identified and championed expansion as an untapped growth lever:** resulting in 968% ACV growth and 146% installment growth, compounding returns from FY25 new logo cohort now renewing and expanding at volume

## BRAND & AWARENESS

- **Grew Document Crunch to the #1 most-followed construction AI company on LinkedIn:** achieved organically through a content and thought leadership strategy I built and executed without a large team
- **Drove 3x content reach growth YoY and doubled follower growth QoQ:** LinkedIn page views and unique visitors nearly doubled QoQ
- **Designed and executed the Trimble acquisition announcement promotion strategy, turning a corporate transaction into the biggest brand moment in company history:** Trimble acquisition announcement on April 2 drove 2,697 page views and 1,470 unique visitors in a single day, orchestrated with zero paid amplification

## AI-BUILT INFRASTRUCTURE (NO ENGINEERING RESOURCES)

- **Built two live AI-powered dashboards personally:** a Marketing Executive Dashboard tracking real-time Salesforce pipeline by tier, gap-to-target, and YoY trends; and a BDR Leaderboard tracking

individual rep performance, demo forecasting, and pipeline contribution — both used daily by revenue leadership, without BI or engineering support

- **Launched a proprietary AI-powered annual benchmark report** by analyzing Document Crunch's platform data, establishing the company as the data-backed authority on construction contract risk and generating a repeatable high-value demand asset
- **AI-scaled content production multiplied team output across campaigns, segmentation, and voice-of-customer programs** without adding headcount or budget, at a company that had frozen hiring ahead of the acquisition

#### EVENTS & DEMAND GENERATION

- **Rebuilt the event motion around quality over presence:** tier-qualified targeting replaced the blanket booth strategy, nearly doubling pipeline per event YoY while reducing spend and freeing team capacity
- **Website: \$1.65M ACV / 98 opportunities in Q1:** the #1 demand channel, driven by improved inbound routing and demo-booking conversion, not increased spend
- **Sustained monthly Community Demo program alongside third party industry-sponsored webinars:** showing 60-90 day attribution tails, building a compounding, multi-channel demand engine on a lean budget that produced measurable pipeline across every quarter of tenure
- **Inc. Fastest Growing Companies (Southeast, #11) + Inc. Best Places to Work 2026:** both secured pre-acquisition, reinforcing employer brand and market credibility at a pivotal moment in the company's trajectory

### SAP Taulia Post-acquisition of Taulia by SAP

Vice President of Marketing · Oct 2022 – Apr 2025

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#### REVENUE & PIPELINE

- **156% of 2024 revenue goal**, delivering \$30.8M in marketing-influenced pipeline, establishing marketing as a core revenue driver
- **56% YoY increase in inbound leads**, 51% increase in outbound opportunities, and 154% growth in content-driven pipeline
- **1,740% YoY SAL record growth** at the flagship annual event through a redesigned strategy focused on quality engagement over booth volume

#### MARKET EXPANSION & BRAND

- **Grew ICP reach from 3.9% to 39.8%** of addressable market through targeted content and audience strategy
- **114% MoM LinkedIn engagement growth**, 10 industry awards won during tenure
- **86% expansion in global event presence**, increasing brand visibility and pipeline contribution across international markets
- **Led full post-acquisition rebrand with SAP:** messaging architecture, visual identity rollout, and global team enablement

#### TEAM & BDR PERFORMANCE

- **91% YoY increase in BDR SALs**, 58% growth in opportunities per rep, driven by new leadership hire and disciplined targeting
- **Built and led marketing leadership team** immediately following acquisition, turning a fragmented function into a cohesive revenue growth engine

## StreetShares Acquired by MeridianLink

Vice President of Marketing · First Marketing Executive · Dec 2021 – Oct 2022

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- **Built the marketing function from zero:** content strategy, digital lead generation, marketing automation, and channel partner programs
- **Consolidated CRM and marketing platforms,** renegotiated vendor contracts to reduce costs while increasing operational capability
- **Managed brand positioning and marketing continuity** through the MeridianLink acquisition with no disruption to demand pipeline

## Logicpath Acquired by Loomis

Vice President of Marketing · May 2019 – Dec 2021

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- **506% growth in inbound leads** and 329% increase in landing page views following a full GTM and digital overhaul
- **400% boost in click-through rates** through redesigned digital and thought leadership content programs
- **New website launch achieved avg. SEO position improvement of 20 points** within 30 days, dramatically increasing organic visibility
- **Led full company rebrand** of all GTM materials and launched a customer brand champion program driving advocacy and product feedback
- **Led marketing through Loomis acquisition** maintaining pipeline momentum and market confidence

## XINNIX, Inc.

Director of Marketing · Jun 2016 – May 2019

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- **678% increase in content downloads** by launching the company's first integrated marketing and gated content program
- **545% growth in mailable prospect database** from zero structured content program
- **720%+ boost in inbound contact requests** through targeted online chat initiatives and significantly improved lead-to-appointment conversion
- **Five culture and workplace awards** earned by defining and activating brand identity from the inside out

## Paymetric / Stonebranch / Stradegie

Director of Marketing · Co-Owner · 2005 – 2019

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- **Paymetric:** led the most successful event campaign in company history; launched the company's first formal Client Advisory Board, convening enterprise customers to surface product feedback, generate advocacy, and align GTM messaging with real buyer language; navigated the Francisco Partners majority acquisition
- **Stonebranch:** led global marketing across North America, Europe, and APAC for an enterprise IT automation platform serving 300+ enterprise clients

- **Strategie (co-founded):** built and operated a boutique B2B marketing agency and developed the cross-functional fluency and business ownership instincts that have informed every leadership role since