

MICHELE MOONEY

B2B SaaS Marketing Executive | AI Practitioner | Pipeline & Revenue Growth

Contact available on request · [linkedin.com/in/michelemooney1](https://www.linkedin.com/in/michelemooney1)

PROFESSIONAL SUMMARY

Results-driven B2B SaaS marketing executive with 20+ years of experience building and rewiring high-performance marketing engines across the full funnel, from ICP definition and ABM strategy to brand, demand generation, and customer expansion. An early and active adopter of AI in marketing, using tools including Claude CoWork and ChatGPT to build custom performance dashboards, analyze proprietary platform data for industry benchmark reports, scale content production, and translate real customer conversations into thought leadership assets. Proven track record transforming pipeline quality, leading go-to-market strategy overhauls, successful rebrands, and marketing through multiple acquisitions. Consistently delivers measurable conversion improvement and brand breakout results while managing budgets ranging from \$1M to \$6M.

CAREER HIGHLIGHTS

- **Transformed pipeline quality at Document Crunch** by developing ICP, ABM account tiers, and intent-based outbound and the results tell the story: Best-fit account mix conversion rates improved significantly, Mid-Market conversion nearly doubled, and the target account mix now represents 55% of closed-won ACV. Momentum accelerating into Q2: best-fit account mix at 67% (+17% vs. prior year) with win rate already 6.7pp ahead of the same period last year.
- **3x content reach growth YoY** and achieved #1 most-followed construction AI company on LinkedIn at Document Crunch (acquired by Trimble, April 2026) through AI-powered brand and content strategy.
- **Built AI-powered marketing infrastructure** at Document Crunch, including a live Salesforce-connected Marketing Executive Dashboard and BDR Leaderboard built without engineering resources, a proprietary data-driven industry benchmark report, and a voice-of-customer thought leadership content series.
- **156% of revenue goal at SAP Taulia** delivering \$30.8M in marketing-influenced pipeline, 1,740% YoY SAL growth at flagship event, 91% YoY increase in BDR SALs, and 10 industry awards.
- **506% growth in inbound leads** and 329% increase in landing page views at Logicpath following a full GTM and digital overhaul.
- **678% increase in content downloads** and 720%+ boost in inbound contact requests at XINNIX by launching the company's first integrated marketing and digital program.
- **Led 5 companies through successful acquisitions** - Document Crunch by Trimble (2026), Taulia by SAP (2022), StreetShares by MeridianLink (2022), Logicpath by Loomis (2021), and Paymetric by Francisco Partners (2017), maintaining brand integrity and marketing momentum through each transition.
- **Marketing budget stewardship across \$1M–\$6M ranges** with a consistent track record of maximizing ROI, renegotiating vendor contracts, and reallocating spend to highest-performing channels.

CORE COMPETENCIES

Strategy: ICP Development & Account Tiering | Account-Based Marketing (ABM) | Intent Data & Targeted Outbound | B2B SaaS Go-To-Market | Integrated Full-Funnel Marketing | Demand Generation | Brand Strategy & Rebranding

Execution: Content Marketing | Digital Marketing & SEO | Event Management | Channel & Partner Marketing | Customer Advocacy | BDR/SDR Program Leadership

AI & Technology: Claude CoWork | ChatGPT | AI-Powered Dashboards & Reporting | Proprietary Data Analysis & Benchmark Reports | Generative AI for Content & Campaigns | Voice-of-Customer AI Programs | Martech Stack Optimization | CRM & Marketing Automation

Leadership: Cross-Functional Team Building | Budget Planning & Management (\$1M–\$6M) | M&A Marketing Integration | Player/Coach | Culture Builder | Awards & Employer Brand

PROFESSIONAL EXPERIENCE

Help Your Brand | **Certified GTM Advisor & Fractional CMO** | *May 2025 – Oct 2025*

Leveraged GTM O.S. Certification from GTM Partners and 20+ years of B2B SaaS marketing leadership to advise high-growth companies on go-to-market strategy, demand generation, and GTM team alignment. Worked with companies ranging from early-stage to Series B to unify GTM teams, transform pipeline strategy, and build scalable marketing frameworks.

- **GTM Strategy Advisory:** Helped B2B SaaS organizations diagnose GTM inefficiencies, define ICP, and implement structured ABM frameworks, applying the same precision-over-volume philosophy proven across multiple prior roles.
- **Certification:** Completed GTM O.S. Certification through GTM Partners, formalizing expertise in go-to-market architecture, cross-functional team alignment, and scalable growth frameworks.

Document Crunch (Acquired by Trimble, April 2026) | Vice President of Marketing | Oct 2025 – Present

Inherited and fundamentally rewired the go-to-market engine for an AI-native SaaS company transforming how the construction industry reviews and manages contracts through purpose-built AI. Replaced a volume-driven, low-qualification approach with a precision ABM strategy - developing ICP definition, account tiering, and intent-based outbound and transforming low value pipeline into qualified, high-value opportunities. Navigated the company through its acquisition by Trimble in April 2026.

- **Pipeline Quality Transformation:** Rebuilt the demand engine around quality over volume: best-fit account conversion up 5pp, Mid-Market conversion nearly doubled, and target accounts now represent 55% of closed-won ACV, up from less than half the prior year.
- **Enterprise Deal Quality:** Average ACV on enterprise closed-won deals grew 30% YoY, reflecting the impact of targeting better-fit accounts and running higher-quality sales motions.
- **BDR Team Performance:** Led a high-output BDR function with activity now directed at tiered, intent-qualified target accounts rather than broad volume outreach.
- **Event Strategy Transformation:** Applied the same precision logic to events, reducing unfocused events to high-impact, tier-based events, nearly doubling pipeline per event YoY while significantly reducing cost and team strain.
- **AI-Built Performance Dashboards:** Personally built two live dashboards using AI, consisting of a Marketing Executive Dashboard pulling real-time data from Salesforce to track pipeline value, best-fit account mix and conversion rates, monthly pipeline trends by tier, and gap-to-target forecasting; and a BDR Leaderboard providing individual rep performance tracking across calls, emails, demos booked, pipeline generated, and upcoming demo forecasts. Both tools enabled instant visibility into marketing's contribution and BDR efficiency without relying on BI or engineering resources.
- **AI-Driven Industry Benchmark Report:** Used AI to analyze Document Crunch's proprietary platform data and transform raw usage insights into a new annual industry benchmark report series, establishing the company as a data-backed authority in risk intelligence for the industry and generating high-value demand generation assets.
- **Voice-of-Customer Content Program:** Used AI to transform real customer conversations into a structured thought leadership content series, turning authentic customer language into campaign assets that resonated across channels and drove qualified engagement.
- **AI-Scaled Content Production:** Leveraged AI across content creation, campaign messaging, audience segmentation, and performance analysis, significantly multiplying team output without proportional headcount growth.
- **Brand & Awareness:** Grew Document Crunch to the #1 most-followed construction AI company on LinkedIn and achieved 3x content reach growth YoY through AI-powered content strategy and thought leadership.
- **Awards & Employer Brand:** Secured Inc. Fastest Growing Companies (Southeast, #11) and Inc. Best Places to Work 2026, positioning Document Crunch as a top employer brand and high-growth company ahead of the Trimble acquisition.
- **Acquisition Leadership:** Led marketing continuity, messaging alignment, and team stability through the Trimble acquisition, maintaining pipeline momentum and market confidence through the transition.

SAP Taulia | Vice President of Marketing | Oct 2022 – Apr 2025

Led go-to-market transformation and post-acquisition rebrand for a global working capital fintech SaaS platform following SAP's acquisition, building a high-performing marketing leadership team and turning marketing into a strategic growth driver across international markets.

- **Revenue Impact:** Reached 156% of 2024 revenue goal with \$30.8M in marketing-influenced pipeline, delivering results that significantly exceeded plan and established marketing as a core revenue driver.
- **Sales Activity Generation:** Drove 1,740% YoY SAL record growth at flagship event through a redesigned event strategy focused on quality engagement over booth volume.
- **ICP Expansion & LinkedIn Growth:** Grew ICP reach from 3.9% to 39.8% of addressable market and boosted LinkedIn engagement by 114% month-over-month through targeted content and audience strategy.
- **Pipeline Acceleration:** Achieved 56% YoY increase in inbound leads, 51% increase in outbound opportunities, and 154% growth in content-driven pipeline through integrated multi-channel campaigns.
- **BDR Performance:** Transformed the Business Development team by hiring key leadership and driving performance improvements that resulted in a 91% YoY increase in SALs and 58% growth in opportunities per rep.
- **Global Event Expansion:** Expanded global event presence by 86%, increasing brand visibility and pipeline contribution across key international markets.
- **Awards & Recognition:** Earned 10 industry awards and built a robust content marketing strategy recognized across the fintech and working capital management space.
- **Client Advisory Board:** Organized and hosted a formal client advisory board, convening key enterprise customers to surface product feedback, generate advocacy, and align go-to-market messaging with real buyer priorities.
- **Post-Acquisition Rebrand:** Led full brand integration with SAP including messaging architecture, visual identity rollout, and global team enablement, maintaining market trust and accelerating GTM clarity post-acquisition.

StreetShares | Vice President of Marketing | *Dec 2021 – Oct 2022*

Appointed as the company's first marketing executive. Built the marketing function from zero, establishing a scalable strategy across digital, events, and partnerships and led the company through its acquisition by MeridianLink, Inc.

- **Foundation Building:** Created the company's first structured marketing engine - content strategy, digital lead generation, marketing automation, and channel partner programs, delivering a scalable growth foundation.
- **Martech & Budget Optimization:** Consolidated CRM and marketing platforms, improved lead management workflows, and renegotiated vendor contracts to reduce costs while increasing operational capability.
- **Acquisition Leadership:** Managed brand positioning and marketing continuity throughout the MeridianLink acquisition, ensuring seamless transition and sustained audience trust.

Logicpath | Vice President of Marketing | *May 2019 – Dec 2021*

Built a unified integrated marketing plan aligning sales, marketing, and client services and led the company through its successful acquisition by Loomis.

- **Demand Generation Results:** Achieved 329% increase in landing page views, 506% growth in inbound leads, and 400% boost in click-through rates through redesigned digital and thought leadership content programs.
- **SEO & Web Performance:** Launched a new website achieving an average SEO position improvement of 20 points within 30 days, dramatically increasing organic visibility and inbound traffic.
- **Brand Transformation:** Led full rebrand of all GTM materials and launched a customer brand champion program driving advocacy, references, and product feedback.

XINNIX, Inc. | Director of Marketing | *Jun 2016 – May 2019*

- **Content & Lead Generation:** Launched the company's first integrated marketing and gated content program, increasing content downloads by 678% and growing the mailable prospect database by 545%.
- **Digital Conversion:** Boosted inbound contact requests by 720%+ through targeted online chat initiatives, significantly improving lead-to-appointment conversion rates.
- **Culture & Awards:** Defined and activated brand identity from the inside out, guiding the organization to earn five local and national awards recognizing culture and workplace excellence.

Stonebranch, Inc. | Director of Global Marketing | *Jun 2015 – Jun 2016*

Led global marketing for an enterprise IT automation software company serving 300+ enterprise-level clients including major financial, healthcare, and technology institutions worldwide.

- Developed and executed global marketing programs spanning North America, Europe, and APAC building brand visibility and demand generation in a complex enterprise software category.
- Managed full marketing function across digital, events, content, and partner channels, establishing scalable processes and brand standards for a globally distributed go-to-market team.

Paymetric | Director of Marketing | Jan 2012 – Jun 2015

- **Customer Advocacy:** Developed a comprehensive advocacy strategy including a client advisory board, annual awards, and quarterly webinars, driving retention, client references, and expansion revenue.
- **Event Excellence:** Led the most successful event campaign in company history, driving record booth traffic at the industry's annual flagship conference.
- **Acquisition Leadership:** Navigated strategic marketing through Paymetric's majority stake acquisition by Francisco Partners, maintaining brand momentum and market confidence.

Strategie | Co-Owner & Marketing Strategist | 2005 – Jan 2012

Co-founded and operated a boutique marketing agency serving B2B clients across growth marketing, brand strategy, and demand generation. Built and managed client engagements across multiple industries, developing the cross-functional marketing fluency and business ownership experience that has informed every leadership role since.

EARLY CAREER

Associate Marketing Manager | Oldcastle APG | May 2001 – May 2005

Managed national trade show execution, collateral creation, regional marketing support, and point-of-purchase retail displays for a leading building materials manufacturer.

Marketing Specialist | EchoStar Corporation (Dish Network) | Jun 1999 – Sep 2001

Developed marketing collateral, supported trade shows, and collaborated with software development teams on UI/UX for e-learning desktop applications delivered via satellite.

LEADERSHIP PHILOSOPHY

Marketing works best when it operates like a precision instrument, not a firehose. The most impactful work I've done hasn't come from spending more or doing more; it's come from getting sharper: sharper on who the right customer is, sharper on what message moves them, and sharper on which activities actually compound toward revenue. That philosophy has driven every transformation I've led, from rewriting ICP definitions and ABM tiers to rebuilding event strategies around quality over volume.

I lead teams the same way. I'm a player/coach who believes the best marketing cultures are built on accountability, creativity, and relentless curiosity – especially through the use of data and AI. I've led teams ranging from 4 to 19 across in-house and agency-extended models, and I've found that the size of the team matters far less than the clarity of direction and the quality of the feedback loop between the GTM team and the customer.

I'm also a practitioner-level adopter of AI as a genuine force multiplier. The dashboards, content programs, benchmark reports, and customer insight series I've built with AI are not experiments; they are production infrastructure that my teams and revenue leadership rely on daily.

ADVISORY BOARDS & SPEAKING

- **Client Advisory Board Leadership:** Designed, launched, and facilitated formal client advisory boards at multiple companies, convening key customers to surface product feedback, generate advocacy, and align marketing messaging with real buyer language. Programs directly fed go-to-market strategy, sales enablement content, and product roadmap conversations.
- **GTM Presenter & Internal Thought Leader:** Regularly presented marketing strategy, pipeline performance, and campaign results to GTM organizations of 100–500 people, translating complex marketing data and strategy into compelling narratives for sales, executive, and board-level audiences.
- **Cross-Functional Leadership Voice:** Served as the connective tissue between marketing, sales, product, and client success at every company, routinely presenting to and aligning leadership teams on GTM priorities, budget rationale, and performance accountability in environments ranging from early-stage SaaS to post-acquisition integration.

TECHNOLOGY & TOOLS

AI & Automation: Claude (CoWork) | ChatGPT | Generative AI for Content, Campaigns & Analysis | AI-Built Dashboards & Reporting

CRM & Revenue: Salesforce | HubSpot | Pipeline Analytics | Intent Data Platforms | ABM Tools | BDR Activity Tracking

Marketing Platforms: HubSpot | Marketo | Email Marketing | SEO/SEM | Social Media Management | Webinar & Virtual Event Platforms

Analytics & Reporting: Salesforce Reporting | Campaign Attribution | Pipeline Quality Analysis | Conversion Tracking | Executive Dashboard Development

Content & Brand: Content Management Systems | Design Collaboration | Video & Webinar Production | Thought Leadership Programs | Brand Management

EDUCATION & CERTIFICATIONS

Bachelor of Business Administration, Marketing *Georgia Southern University*

GTM O.S. Certification *GTM Partners* | *Certified GTM Advisor*

KEYWORDS & TECHNOLOGY

Claude CoWork | ChatGPT | Generative AI | AI-Powered Marketing | AI Dashboards | Voice of Customer AI | Industry Benchmark Reports | Proprietary Data Analysis | ICP Development | Account Tiering | Intent Data | ABM Strategy | 6Sense | B2B SaaS | Account-Based Marketing | Demand Generation | Go-To-Market Strategy | Revenue Marketing | Full-Funnel Marketing | Pipeline Acceleration | BDR/SDR Leadership | Brand Strategy | Content Marketing | Digital Marketing | SEO/SEM | Marketing Automation | HubSpot | Salesforce | CRM Integration | Marketing Analytics | Data-Driven Marketing | Integrated Campaigns | Event Marketing | Channel Marketing | Partner Marketing | Customer Advocacy | M&A Integration | Post-Acquisition Rebrand | Team Leadership | Budget Management | CMO | VP Marketing | SVP Marketing | Head of Marketing | FinTech | Payments | ConTech | LegalTech | Construction Technology | Contract Intelligence | AI SaaS | Banking