

MICHAEL FINDLING

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SUMMARY

Data-driven Marketing professional with leadership experience in designing Go-To-Market (GTM) strategies, leading cross-functional teams, and deploying B2B Enterprise integrated marketing systems for organizations. Accomplished at building trust-based relationships, leveraging business intelligence to craft compelling visual stories with data, and consistently averaging 30% year-over-year (YoY) pipeline growth, fueling expansion for Enterprise Accounts.

EXPERIENCE

AMCS Group | Director of Account-Based Marketing | Boston, MA (Remote) | July 2023 - January 2024

- Designed ABM framework attributing \$1.2M in net new pipeline in less than 90 days by deriving account intelligence from quarterly marketing plan, and extensive customer data analysis in Netsuite and Salesforce.
- Enhanced customer retention by 25% YoY and increased cross-sell opportunities by 30% YoY by creating communication protocols for Sales, Marketing, and Customer Success, integrating market research and pipeline analysis best practices.
- Designed 10 SharePoint templates to streamline quarterly review process, improve budget transparency, and always-on sales enablement.
- Enriched 80% of global Salesforce CRM dataset through meticulously auditing standardizing data transformation process, implementing duplication rules, and refining segmentation in collaboration with Sales Operations.

Red Hat | Senior Principal Program Manager | Raleigh, NC (Remote) | August 2021 - May 2023

- Initiated and led ABM activation program for 75+ Global Field Marketers driving upsell and cross-sell strategies aligned to business unit priorities.
- Unified a \$7M strategic accounts budget establishing a cohesive financial framework for and streamlining ROI analysis Product, Sales Engineering, and Marketing.
- Reduced project deployment time on average 40% by overhauling multiple cross-functional programs, and consolidating analytics tools.
- Influenced 18% increase in Annual Recurring Revenue (ARR) by standardizing project requirements, and threshold for creating new marketing content.
- Supported 12 globally distributed Enterprise Sales organizations authoring multi-product lifecycle playbooks containing updated sales strategies, solutions messaging, battle cards for competitive intelligence, and curated content creation by persona

Salesforce | Global Marketing Operations Practice Leader | San Francisco, CA | October 2017 - October 2021

- Architect of marketing operations reporting structure achieved 65% YoY increase of qualified Leads (SAL) for marketing organization of 110, specializing in Non-Profit and Education.
- Reduced refresh and delivery lead time of monthly Scorecard by 190%, managing a team of 2 and leading migration from spreadsheet-based to Tableau for Campaign ROI and Account Engagement.
- Contributed to a 40% YoY increase in Enterprise deal close rates by implementing recurring reviews with Field Sales and BDRs, data analysis training, and standard benchmarks for QBRs.
- Grew Marketing Operations team by ~45% every 6 months, delivering weekly ROI insights and empowering Sales organization with action-oriented plans and prescriptive account intelligence dashboards in Tableau.
- Credited with 42% (\$18M) YoY growth in Marketing attributed pipeline leveraging authored guide on data governance and funnel optimization, and host of recurring office hours.

Salesforce | Senior Enterprise Marketing Manager | San Francisco, CA | March 2014 - October 2017

- Led increase of marketing-attributed pipeline by 32% YoY, spearheading development and execution of Service Cloud and CRM Sales Cloud integrated campaigns across multiple verticals.
- Partnered with Sales Operations raising average deal size 30% YoY of closed won opportunities with the implementation of propensity-to-buy model.
- Led a multi-vertical event strategy for major trade shows (NRF, HIMSS), achieving a 35% YoY Annual Contract Value (ACV), an average rise of \$7M.
- Established an ABM Center of Excellence, enhancing the volume of \$1M+ opportunities by 20% YoY in Fortune 100 accounts through strategic EBC engagements, customer case studies, and regional event initiatives.

Get Satisfaction | Director of Demand Generation | San Francisco, CA | May 2012 - March 2014

- Spearheaded creation of Demand Generation team utilizing CRM Account intelligence, and leveraging web analytics for developing content strategies and campaign attribution model resulting in 150% YoY increase in Marketing Qualified Leads (MQL).
- Overhauled content and keyword strategy for landing pages and nurture emails utilizing Marketo marketing automation systems resulting in a 30% YoY increase in Sales Qualified Leads (SQL).

- Managed and mentored team of 4 underperforming SDRs, focusing on presentation skills, attention to detail, and reporting accuracy resulting pipeline increased 22% YoY.

PRIOR EXPERIENCES IN ONLINE MARKETING AND FINANCIAL SERVICES

Online Marketing | Search Engine Optimization Expert & Digital Asset Creation

- **Senior Marketing Manager, Crowd Factory** (acquired by Marketo), San Francisco
- **Global Online Marketing Manager, Embarcadero Technologies**, San Francisco
- **Senior Marketing Manager, Salem Global Website Marketing**, New York

Financial Services | Learning Management Implementation & Credit Risk Portfolio

- **Data Warehouse & Credit Risk Business Analyst, Mitsubishi UFJ Financial Group (MUFJ)**, New York
- **Learning Management Strategist, Standard & Poor's**, New York
- **Learning Management Analyst, Goldman Sachs & Co.**, New York

TECHNICAL EXPERTISE AND LANGUAGES

Advanced Working Knowledge:

- CRM Data Management and Enablement: Salesforce, Microsoft Dynamics, Hubspot, Salesloft and Seismic
- Email and Campaign Automation: Marketo, Eloqua, Salesforce Marketing Cloud and Pardot
- Business Analytics and Data Science: Tableau, Microsoft Power BI, SAP Business Objects, SQL, and Alteryx
- ABM Intelligence and Web Analytics: Google Analytics, Adobe Analytics, 6Sense and, DemandBase.
- Data Enhancement Segmentation: Bombora, ZoomInfo, HG Data, and Apollo.io
- Agile Project Management: Asana, SmartSheets, and Jira
- Social Customer Experience: Qualtrics, Hootsuite, Pendo, and Walkme
- Content Marketing: Taboola, Optimizely, and On24

Languages: Brazilian Portuguese, and Spanish (Intermediate level)

CERTIFICATIONS

ABM Mastery Certification | Momentum ITSMA | 2022

Advanced ABM Certification | DemandBase | 2017

EDUCATION

Bachelor of Business Administration (BBA) | Boston University | Boston, MA