

JOEL YORK

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PROVEN CLOUD MARKETING LEADER

Software marketing executive and leader in the cloud community with a track record of driving revenue and building global marketing teams that drive growth.

- Global Marketing Strategy and Brand Management
- Demand Generation and Marketing Operations
- Press Relations, Events and Evangelism
- Cross-functional Experience in Sales, Success and Support
- Cloud Product Strategy and Product Management
- Software Development and Delivery Best Practices
- Business Development, Partnerships and Acquisitions
- Startup Founder, Advisor, Fundraiser, and Board Member

University of Chicago, Master of Business Administration with Honor
Cornell University, Master of Engineering Physics with Honor
California Institute of Technology (Caltech), Bachelor of Physics with Honor

Career Highlights

- Demonstrated marketing leadership spanning from startups to public companies, including full P&L responsibility.
- Generated hundreds of millions of dollars in pipeline and revenue in the course of 50+ global product launches.
- Cloud community thought leader, speaker and blogger at Chaotic Flow, Cloud Ave. and Forbes.com.
- Unique experience and ability to collaborate beyond marketing with sales, engineering, support and finance.

Professional Experience

Founder, Markodojo, *B2B Marketing Management SaaS startup* 2014-Present
Founded bootstrapped SaaS startup focused on marketing planning, project management, and collaboration.

Selected Results

- Created Markodojo brand, GTM strategy, and demand generation to secure early customers.
- Oversaw design and development of the Markodojo marketing management application.
- Built enterprise-class AWS continuous delivery pipeline allowing rapid response to customer feedback.
- Established company, secured seed funding, and recruited founding team of experienced cloud professionals.



VP Marketing and Product, Meltwater, *\$140M social marketing and public relations SaaS* 2012-2013
Joined as Meltwater's first CMO to modernize the Meltwater brand and product roadmap, and introduce inbound demand generation at a company that had historically focused exclusively on high-touch outbound sales.

Selected Results

- Ramped inbound marketing revenue from \$0 to \$400K/mo through SEO, PPC, social and marketing automation.
- Repositioned company as a leader in big data online intelligence, including new website localized in 12 languages.
- Introduced field marketing to drive local demand and manage PR for 30 global offices spanning 50 countries.
- Created Meltwater's first product group and roadmap definition process. Led development of new product vision.



VP Sales and Marketing, Xignite, *Financial services cloud API PaaS startup* 2008-2012
Led all customer-facing functions including sales, marketing, and support to drive rapid revenue growth and lead Xignite from A round to a successful \$11M B-round of venture funding.

Selected Results

- Grew recurring revenue 70% annually from \$1M to \$6M in 3years.
- Drove inbound demand through SEO, PPC, email, social, and Web with a very efficient 50% acquisition cost ratio.
- Established Xignite brand as the owner of the [market data cloud](#) category with strong messaging and public relations.
- Scaled sales organization from \$300K per rep to \$850K per rep in annual recurring revenue over 2 years.

VP Marketing and Product, Navis, \$70M supply chain enterprise software company 2004-2007

Secured 20% annual growth for this midsize enterprise supply chain software company led by former Salesforce.com CEO by upgrading the marketing effort and introducing game changing SaaS offerings in the space.

Selected Results

- Oversaw branding and launch of SmartTurn™ WMS, the first SaaS warehouse management system for SMBs.
- Managed record-setting user conference of 370+ executives from 40 countries garnering 99% high satisfaction.
- Built sales development to deliver 200 qualified leads/yr to fledgling enterprise distribution software field group.
- Led complete redesign and implementation of product development process for improved delivery to plan.

**VP Marketing, eMind, Financial compliance & e-learning SaaS startup (acquired by Dearborn/Kaplan)** 2003

Led repositioning and demand generation to transition eMind from an e-learning to a compliance SaaS solution to capitalize on market shifts, such as Sarbanes Oxley, including the creation of a full-scale offshore marketing organization in India.

Selected Results

- Developed \$30 million dollar pipeline through PPC, email, newsletters, banner ads, and telemarketing.
- Built and managed offshore marketing operation in New Delhi, India, including product marketing, online marketing, marketing communications, sales automation, and a team of lead development reps.

**VP Marketing and Sales Operations, Passlogix, Security software startup (acquired by Oracle)** 2000-2002

Responsible for broad range of customer-facing functions including marketing, product management, business development, public relations, inside sales, sales engineering, professional services, Web engineering, and technical support.

Selected Results

- Launched enterprise identity management suite to build \$14M pipeline and secure initial customers.
- Designed GTM process; built product management and transitioned roadmap development from founders.
- Cultivated analyst relations to move Passlogix from unknown status to the leader in single sign-on ahead of Novell and CA, as recognized in reports by leading IT analyst firms.

**Division General Manager, SPSS, Public predictive analytics software company (acquired by IBM)** 1996-2000

Delivered 35% margin improvement to P&L of \$12M software business as Division General Manager where I led sales, marketing, engineering and support operations in Chicago, San Francisco and Düsseldorf with over 70 employees, as well as a worldwide network of over 30 franchisees and 50 dealers covering every major international market.

Selected Results

- Produced a steady increase in 100-500+ seat deals by focusing sales force on site licenses.
- Managed \$6M budget, including \$1.5 million advertising and direct marketing plan with ROI of 2:1.
- Increased revenue \$1M/yr by redesigning product development process to improve delivery to schedule.
- Managed the integration of multiple, newly acquired software companies with revenues from \$1-9 million.

**Manager, Deloitte & Touche Consulting Group, Top-tier management consulting firm** 1993-1996

Led consulting engagements in sales and marketing strategy and operations for a wide variety of clients.

Selected Results

- Led sales force reengineering projects for Kaiser Permanente (200+ reps) and for US Surgical (500+ reps).
- Redesigned the sales, marketing and distribution organizations of a \$120M hardware manufacturer.

**Sales, Newport Corporation, Public optical components and instruments company (NASDAQ:NEWP)** 1989-1991

Sold optical components and instruments to corporate, government and academic clients.

Selected Results

- Consistently achieved sales goals and was promoted after one year to senior sales position.
- Conducted first detailed market segmentation analysis of Newport customer base.