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PROVEN SAAS | CLOUD MARKETING EXECUTIVE

Seasoned SaaS | Cloud executive with a strong track record of building global revenue and scaling businesses that span from online self-service to high-velocity inside-sales to big ticket enterprise deals.

- Global Marketing Strategy & GTM Execution
- Product Marketing, Positioning and Branding
- Inbound Demand Generation and Marketing Operations
- Major Global Events and International Field Marketing
- Public Relations, Analyst Relations and Social Marketing
- Cloud Product Strategy and Product Management
- Enterprise Sales Team Enablement and Deal Support
- Self-service and Developer-driven Organic Growth
- GM Experience in Sales, Success, Engineering & Support
- Business Development, Partnerships and Acquisitions

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 executive 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.
- Scaled 6 marketing and 3 sales organizations. Managed, mentored and developed teams both large and small.
- Unique general management experience and ability to partner closely with sales, engineering, success and finance.

Professional Experience

Founder and CEO, Markodojo, *integrated marketing management SaaS* 2014-Present
Bootstrapped SaaS startup focused on marketing planning, execution and online collaboration.

Selected Results

- Created Markodojo positioning, GTM strategy and demand generation to secure initial customers.
- Led the design and development of the Markodojo integrated marketing management application.
- Built agile continuous product delivery pipeline allowing rapid response to early customer feedback.



VP Marketing and Product, Meltwater, *\$140M media intelligence and social analytics SaaS* 2012-2013
Scaled the global marketing organization at a company that had historically focused on high-touch outbound sales, including product marketing, product management, digital demand generation, field marketing and public relations.

Selected Results

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



VP Sales and Marketing, Xignite, *Financial services cloud API PaaS startup* 2008-2012
Led all customer-facing functions, including sales, marketing, product management and customer success for a cutting-edge platform-as-a-service API business that spanned \$1,000 online orders to \$100,000 enterprise deals.

Selected Results

- Grew recurring revenue 70% annually from \$1M to \$6M in 3years leading to a successful \$11M B-round.
- Established Xignite as the [market data cloud](#) category owner with strong product marketing and public relations.
- Built highly efficient sales and marketing machine that scaled rep quotas from \$350K to \$850K in two years
- Designed product roadmap process and established product management organization.

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

Secured 20% annual growth for this midsize enterprise supply chain software company led by former Salesforce.com CEO by upgrading corporate and product branding 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 inside sales demand generation to support fledgling enterprise distribution software field group.
- Led complete redesign and implementation of product development process for improved delivery to plan.

**VP Marketing and Sales Operations, Passlogix, Enterprise security software (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.

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

1993-1996

Led consulting engagements in sales and marketing 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 Rep, 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.

Selected Consulting Roles

Board of Directors, Terapeak, Self-service ecommerce analytics for SMB sellers

2014-Present

Interim VP Marketing, Conduit, B2B2C Content marketing platform (acquired by Perion)

2007

Interim VP Marketing, eMind, E-learning SaaS startup (acquired by Dearborn/Kaplan)

2003

Advisor: Agiliron, Bluenose, Callfire, Centah, Dyn, Five Arrows, iMomentous, Jobber, Qvinci, Route4Me, RSPA, Zendesk