

# John Ryan

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## Marketing and Sales Executive

**Marketing Strategy**  
**Demand Generation**  
**Content Marketing**  
**Writing/Blogging**  
**Sales Enablement**

**Marketing Coaching and Leadership**  
**Partner Transformation**  
**Department Collaboration**  
**Video Production**  
**Creative and Analytical**

**Industries:** SaaS, IT Services, Professional Services

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### TECHNOLOGIES

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MS Office	SharePoint	Salesforce	Google Apps
Several CMS	Squarespace	Google Analytics	Miro
Canva	Mmhmm	Zoom	Asana
MS Dynamics CRM	Wistia	Medium	Pardot

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### WORK HISTORY

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**Authentic Fractional CMO™**, Authentic Brand, Minneapolis, MN (remote) **(2021- )**

- Specializes in B2B technology and services marketing leadership
- Leading partner transformation for a client
- Has a unique sales and marketing leadership background to create alignment
- Working out of Los Angeles, CA

**Chief Marketing Officer**, Crossfuze, Minneapolis, MN (remote) **(2017-2020)**

- Company grew revenues every year while CMO
- We won three ServiceNow awards for the U.S., EMEA, and Global
- We repositioned the brand's story, drove sales enablement, and used new media
- I led the ServiceNow relationship, and Crossfuze became a ServiceNow Elite Partner, the highest partner status from ServiceNow. This gave the company more ServiceNow resources and enhanced our credibility
- Presented "How to Build a Successful ServiceNow Partnership" at ServiceNow's conference in 2018. Chosen by their partner leadership from over 1,000 partners.
- Launched Account-Based Marketing, creating \$6m of new pipeline in the first 12 months
- Within a year of being hired, Crossfuze.com was positioned as the best organic traffic site (based on KPIs) for ServiceNow Elite Partners
- Designed and delivered a SharePoint site for marketing and sales collaboration

**Director of NA Sales Operations (Consultant)**, Grant Thornton, Chicago, IL **(2014-2016)**

- Reporting to the Chief Sales Officer (8,500 employees), \$1.9B in billings with growth, higher win rates, and deal size. Contributed to account management strategy
- To increase collaboration, I redesigned and delivered SharePoint site with 700%+ usage
- Led all virtual quarterly sales meetings, sales enablement, and onboarding

**Head of OCM Communications (Consultant), Grant Thornton, Chicago, IL (2013-2014)**

- Microsoft had Grant Thornton present at conferences since we won a Customer Innovation award and a Customer Excellence award
- Established and managed clear metrics for adoption
- Designed and managed a SharePoint site for Organizational Change Management

**PROJECT HISTORY**

**Brand and Messaging (Consultant), XKL, Seattle, WA (2013)**

**Marketing and Positioning (Consultant), Templeton, West Palm Beach, FL (2012)**

**ADDITIONAL EXPERIENCE**

➤ **Volunteer**

**Team Leader, Appalachia Service Project, VA, West Virginia**

- Rebuilt entire house floor for family
- Prepared home for reconstruction that had been in a fire
- Managed (and kept safe) a work crew of 5-6 teenagers each year

➤ **Certifications**

**Business Metrics for Data-Driven Companies, Duke University**

**Content Strategy for Professionals, Northwestern University**

**Customer-Centric IT Strategy, University of Virginia, Darden**

**Digital Product Management, University of Virginia, Darden**

**Fundamentals of Next-Gen Marketing, 6sense**

**Inbound Certified, Hubspot**

**Introduction to Microsoft Azure Cloud Services, Microsoft**

**Lead Management in Salesforce, Salesforce**

**Opportunity Management in Salesforce, Salesforce**

**ZoomInfo Certification for Sales, Zoom Info**

**Mindware: Critical Thinking, University of Michigan**

**All Products Sales Certifications, ServiceNow**

**Content Marketing, Market Motive**

**Conversion Rate Optimization, Market Motive**

**Search Engine Optimization**, Market Motive  
**Web Analytics**, Market Motive

➤ **Company Awards**

**Global Growth Partner of the Year**, Awarded by ServiceNow (2019)  
**EMEA Growth Partner of the Year**, Awarded by ServiceNow (2018)  
**Highest CSAT Partner**, Awarded by ServiceNow (2017)  
**Customer Innovation Award**, Awarded by Microsoft (2014)  
**Customer Excellence Award**, Awarded by Microsoft (2014)

➤ **Publications**

**eBooks**, Wrote several eBooks on digital transformation (2017-2020)  
**Buyer Steps**, Wrote a 300-page book on the new B2B buying process (2011)

➤ **Other Notable Experiences**

**Vendor Relations and Sales Strategy** (Consultant), Gartner (2001-2003)  
**Founding Board Member**, Webtrends, sold for \$1B (1998-2001)  
**VP of Marketing**, Tivoli Systems, sold for \$750M (1995-1997)