

# KRIS PAULSON

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## SUMMARY

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Global marketing leader with 20+ years on both the agency and client side of the business. Keen ability to balance high-level strategy with the expertise to implement plans that generate revenue to help achieve business goals and objectives. Solid leadership skills to build and develop cross-functional teams.

**Go- to-Market Strategy • Marketing & Brand Strategy • Planning & Execution • Performance Management  
Brand Development & Messaging • Demand Generation • Digital Marketing • Content Marketing  
Marketing Automation • Tradeshow & Event Management • Paid Media • Public Relations  
P&L Management • Talent Development & Resource Management**

## EXPERIENCE

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Authentic Brand | 2019-Present

### ***Authentic Fractional CMO™***

Develop marketing strategies and actionable plans that are revenue-impacting and aligned with business objectives. From strategy and planning through execution while building a scalable marketing infrastructure to manage growth.

BTM Global | 2015-2019

### ***Marketing Director***

Served as a key member of the leadership team. Defined, developed and executed marketing strategy while building brand credibility and value in the market.

- Spearheaded a brand revamp with visuals and messaging, which created a more modern design and tone.
- Built out the company's first strategic marketing plan with digital marketing, social media and public relations. Managed all internal and external resources.
  - Launched a new website with improved UX and the addition of a blog and enhanced content. Including videos, case studies, white papers, media, and company news.
  - Developed strategic content creation plan to support the brand and provide thought leadership.
  - Increased social media followers +25% in the first year.
  - Regularly gained earned media placements annually
  - Consistently increased website blog traffic each year with compelling content.
- Collaborated with business partners, including Oracle and NetSuite, on client activities and engaged them in joint marketing activities, webcasts, and events.

HighJump Software | 2012-2015

### ***Director of Marketing***

Recruited as a Marketing Manager, promoted into the director role within a week. Defined marketing strategies and oversaw execution. Promoted to take on the business development representatives and spearhead the sales process, aligning sales and marketing to work more efficiently together. Hired and coached marketing and BDR team members.

- Increased marketing leads by 250% within one year, utilized data and analysis to improve campaigns.
- Boosted BDR pipeline opportunities by 150% within one-year and began development reporting to track sales activity.
- Slashed costs in half with an innovative marketing automation system overhaul that included more functionality.
- Saved \$100,000 in expenses by more efficiently managing the organization's annual user conference.
- Established both marketing and sales functions from the ground up, identified needed systems, created the infrastructure, and implemented processes.

Keyedin Solutions | 2012

**Senior Marketing Manager**

Hired as the first person tasked to lead strategic marketing in a start-up environment, building operations ground up for the global cloud-based software company. Identified, developed, conducted and evaluated marketing strategies from inception to completion.

- Increased sales leads by 200% in a three-month period.
- Monitored and tracked marketing campaign results, including cost per lead analyses and sales pipeline reporting.
- Spearheaded the purchase and design of the company's first tradeshow booth property.
- Oversaw the marketing budget, provided direction to internal and external resources to support initiatives.

Lawson Software (now Infor) | 2005-2011

**Marketing Communications Manager**

Oversaw +\$1 million marketing budget for the global software company. Managed integrated marketing plans to generate an increase in sales leads. Initiated lead generation campaigns, which included the use of email, direct mail, microsites, webcasts and newsletters.

- Decreased the cost per lead by 50%.
- Devised reports that tracked the effectiveness of campaigns.
- Launched a microsite that supported the closing of new deals, utilization of the site became standard company procedure for all subsequent key accounts.

U.S. Bank | 2004-2005

**Senior Product Manager**

Recruited to manage the acquisition of profitable new accounts. Directed cross-functional teams on initiatives to meet strategic business goals.

- Grew the business by 800% as compared to previous year.
- Developed an acquisition infrastructure and process for the Product Management Department.

Lawson Software (now Infor) | 2003-2004

**Direct Marketing Specialist**

- Generated new leads and increased brand awareness through integrated marketing campaigns.

Penn Garritano Marketing Agency (now Garritano Group) | 2000-2003

**Account Executive**

- Established agency's first pricing structure, utilized the structure for all new accounts and projects.
- Signed the agency's first client on a retainer contract.

**EDUCATION**

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Winona State University | Winona, MN | **Bachelor of Science**