

# Lou Jordano

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## **Marketing leader for B2B brands <\$50m ARR seeking brand elevation and next-level growth**

*Early in my career, I worked in leading enterprises to learn best practices for operating at global scale.*

*More recently, I've operated as a CMO in smaller companies to help prepare them for a near-term exit.*

- Especially deep background in product marketing, demand generation, and digital marketing
- Proven track record repositioning brands, creating market categories, and moving upmarket and into new theaters
- Successful history of managing teams ranging from 3 to 35 people and operating budgets from \$200k to \$5.5m
- Highly proficient at building scalable Marketing engines that drive significant pipeline and bookings growth
- Consistently deliver an efficient ROI on Marketing Opex, while ensuring a repeatable go-to-market motion
- Disciplined execution of strategic go-to-market programs, while instilling culture of analytic rigor
- Dramatic growth experiences include <\$1m to >\$51m in two years and \$55m to \$125m in two years
- Significant experience marketing AI solutions across a variety of industries, sales channels, and geographies
- Highly collaborative team player, metrics-driven, and a builder by nature

## **Authentic Brand; CMO Peer Advisor**

**March 2022 – Present**

*A community of Fractional CMOs who help growing businesses Overcome Random Acts of Marketing™ and confidently take the next right step to build revenue.*

## **Everseen; Vice President, Marketing**

**March 2021 – January 2022**

*\$40m Revenue, Pre-series A, Computer Vision / AI company focused on retail and backed by Crosspoint Capital Partners.*

- Hired team to establish foundational Marketing capabilities: Product, Content, Digital, Events, Design & Social
- Developed all-new messaging hierarchy
- Enabled Sales with first-ever playbook materials and externally facing assets, including new product videos
- Developed all assets for a complete brand refresh of company
- Awarded full bonus based on achievement of all performance objectives

## **Building Engines; Chief Marketing Officer**

**September 2019 – December 2020**

*\$30m Revenue, Series B, Commercial Real Estate SaaS company backed by Wavecrest Growth Partners.*

*Prepared company for exit with complete brand overhaul and record Marketing-sourced pipeline and bookings for 2021.*

*Acquired by JLL in November 2021 for \$300m; Marketing Opex slashed just prior to roadshow to boost EBITDA.*

- Helped grow business 20% Y/Y despite pandemic, while moving from single product to platform company
- Increased volume of MQLs 172% Y/Y and demo requests 216% 1H to 2H 2020 with new SEO strategy
- Achieved 113% of pre-Covid and 173% of Covid goal for 2020 Marketing-sourced pipeline; 188% of goal for H2
- Achieved 100.3% of goal for 2020 Marketing-sourced bookings; 116% of goal for H2 2020
- Created Digital Marketing capability, including strategies for SEO, paid search, display, and remarketing ads
- Increased share of voice 128% Y/Y, earned media 137%, press mentions 194%, press release views 217%
- Attained 94.5% of personal 2020 MBO target

## **Crimson Hexagon; Chief Marketing Officer**

**September 2017 – February 2019**

*\$35m Revenue, Series C, AI-powered Social Listening SaaS company backed by Sageview Capital.*

*Acquired by Brandwatch in October 2018; Brandwatch was acquired by Cision in February 2021 for \$450m.*

- Generated \$31 in Sales pipeline for new logos for every \$1 spent on Marketing programs
- Increased Marketing-sourced bookings 142% Y/Y
- Contributed 86% of global SaaS ACV bookings for 2018; 93% for Inside Sales and 79% for Enterprise Sales
- Increased Y/Y bookings sourced from direct traffic 129%; organic search 113%; paid advertising 252%
- Increased Y/Y awareness through earned media 256% and brand mentions by industry analysts 189%
- Successfully navigated PR crisis that appeared on front page of *The Wall Street Journal* and involved Facebook

## Attivio; Chief Marketing Officer

February 2015 – September 2017

*\$20m Revenue, Series E, AI / Cognitive Search company backed by Oak Investments.  
Acquired by ServiceNow in October 2019.*

- Helped double license revenue to \$13m, while becoming profitable for first time in company history
- Increased Marketing contribution to Sales pipeline 20x within first 12 months
- Generated \$73 in Sales pipeline for new logos for every \$1 spent on Marketing programs in 1H 2017
- Repositioned brand into new “Cognitive Search” market category and established company as “Leader” twice

## Ektron; Chief Marketing Officer

June 2014 – January 2015

*\$40m Revenue, Series C, Digital Experience Management company back by Accel-KKR.  
Acquired by Accel-KKR and merged with EPiServer in January 2015.*

- Increased bookings 150% and increased ASP 50% for H2 2014, Y/Y, while converting from on-premise to SaaS
- Increased bookings 80% Y/Y for Q3 2014 with new messaging, playbooks, and demand generation programs

## TIBCO Software; Senior Director of Marketing

December 2010 – June 2014

*\$1B+ enterprise providing infrastructure & business intelligence solutions for on-premise & cloud environments.  
Acquired by Vista Equity Partners in September 2014 for \$4.3 billion.*

### TIBCO Senior Director of Marketing

- Promoted to manage global product marketing; role expanded again to manage field marketing for key BUs
- Managed 50% of global Marketing; served on executive teams; led Marketing integration for three acquisitions

### TIBCO Spotfire product group

- Grew license from \$55m to \$125m in two years; led AR, resulting in three “Leader” designations by Gartner
- Recognized as top 1% company performer; awarded “President’s Club” membership and “SPOT MVP”

## EMC Corporation; Senior Manager of Product Marketing

May 2003 – December 2010

*\$30B+ enterprise hardware and software company. Hired from contractor status. Promoted three times.  
Acquired by Dell in October 2015 for \$67 billion.*

### Documentum Software Group (now OpenText), Application-Xtender product family

- Increased leads 220% and revenue 43% Y/Y
- Won two awards, nominated by Channel Sales VP & by digital team

### Centera Archiving Business Unit, Centera Compliance Edition product family

- Created new market category and contributed to revenue growth from <\$1m to >\$51m in two years
- Won award from IDC’s CMO Advisory Service

## Previous Experience and Education

Sapient Corporation (now Publicis), Senior Manager, Business Strategy Group	Cambridge, MA
Andersen Consulting (now Accenture), Senior Manager, SAP practice	Wellesley, MA
The Green Vale School, Teacher and Coach, grades five through nine	Glen Head, NY
Hofstra University, Master of Arts	Hempstead, NY
College of the Holy Cross, Bachelor of Arts	Worcester, MA