

TRACY STEENO

952.913.2336 | Steenotrac@gmail.com | [Linkedin.com/in/Tracy-Steeno](https://www.linkedin.com/in/Tracy-Steeno)

Marketing leader with B2B and B2C integrated and brand marketing experience in-house and agency-side. In current role, play a vital part in developing integrated campaigns and operationalizing digital and traditional channels to generate revenue growth for clients while innovating through massive change. Manage, lead and drive accountability with a growth mindset. Strategic, collaborative planning approach with stakeholders and staff to gain buy-in, ensure successful campaign execution and ROI. Industries: SaaS, Software/Technology, Financial Services, Professional Services/IT, Retail, and Hospitality/Travel.

Multi-faceted, motivated, and purposeful marketing leader.

- **Marketing Leadership.** Manage staff, agency partners/vendors and clients. Transformed client's marketing operations during Covid-19 downturn through process improvements and automation, restructuring, improving brand impact, and focused ROI. Led brand transformations positioning companies for growth including market entries, product/solution launches and acquisitions.
- **Strategic Marketing Development, Planning and Execution.** Led strategy to enter new markets and grew client's sales pipeline by 50%. Demand generation campaign converted \$1M of new business. Customer cross-sell initiative secured millions of dollars in recurring revenues. Orchestrated complex, global marketing campaigns. New product launch of twelve packaged SaaS ERP solutions across seven verticals, resulting in 40% of new business deals in launch year.
- **Financial Management.** 20+ years P&L responsibility with budgets up to \$20M with high yielding ROI campaigns and achieved big results with small budgets.
- **Technology and Operations.** Researched, selected, and launched Marketing Automation Platforms including HubSpot, and Salesforce CRM synchronization. Asana project management.

Proficiencies

- Marketing Strategy
- Brand Management
- Planning and Prioritizing
- Demand / Lead Generation
- Integrated Marketing, Digital, Social and DM
- P&L Owner, Budgets
- Agency/Partner Relations
- Team Leadership
- KPIs, Scorecards, Metrics
- Brand Messaging, Writing
- Sales Enablement
- MarTech, MAP, CRM

Professional Experience

Authentic Fractional CMO™, Oct. 2018-Current

AUTHENTIC BRAND, Edina, MN

- Transformed client's marketing operations during Covid-19 through process improvements and automation, restructuring, improving brand impact, and focused ROI. Developed strategic marketing plan to enter adjacent market, growing sales pipeline by 50%. Led game-changing brand overhaul to strengthen positioning.
- Developed B2B channel strategies for SaaS client to achieve 30% growth targets prior to business acquisition. Established marketing KPIs, persona-based digital campaigns, and new revenue channels.

Head of Global Marketing, May 2011-June 2018

INTERNATIONAL DECISION SYSTEMS (now Solifi), Mpls., MN, *Equipment finance SaaS*

- Led demand generation digital marketing campaigns contributing 30% of revenue and wins in 2017. Activated account-based marketing with sales to secure millions in customer upgrade revenue.
- Shifted legacy perception of company by modernizing the brand across all channels, enabling the sales team, and up leveling thought leadership. Developed case studies of two large financial clients and led submission which earned ELFA industry award.
- Managed and transformed annual, large-scale customer/user conference to a sales-driven event, resulting in 25%+ increase in sales pipeline. Increased number of sponsors, attendees, and engagement year-over-year.

Sr. Marketing Director, June 2009-May 2011

OPPSOURCE, St. Paul, MN, *B2B demand generation agency*

- Developed and managed integrated, content-driven demand generation campaigns for B2B technology clients. Exceeded revenue targets by 25%. Achieved programmatic response rates of 15%+ and delivered 20-30% MQLs for targeted prospects.
- Established client services, managed agency delivery team, and led top client account.

Global Marketing Director, April 2005-May 2009

LAWSON SOFTWARE (now Infor), St. Paul, MN, *Mid-market, global ERP SaaS/software*

- Led global marketing for \$600M business unit: Professional Services, Support and Learning. Partnered with EVPs on marketing strategies and developed marketing campaigns to deliver on key revenue-driving initiatives. Rebranded Professional Services and developed communications campaigns to B2B customers and employees.
- Developed GTM strategy and managed launch campaigns for twelve packaged solution offers in seven verticals, which resulted in 40% of new business globally. Collaborated on PR and analyst relations to favorably influence the market and achieve sales success.
- Designed and delivered tiered, global software support program campaigns and multi-language communications, increased support subscription revenue 9% or \$8M.

Additional Employment

Sr. Account Director

CPP NORTH AMERICA (formerly Metris Companies), Minnetonka, MN, *Financial services*

- Managed \$20M P&L. Spearheaded multi-channel, CRM programs targeting Financial Services clients. Turned around unprofitable account to 30% margins.

Account Supervisor

CARLSON MARKETING GROUP (sold to AIMIA), Mpls., MN, *Loyalty marketing agency*

- Managed 20+ team and account revenues of \$5M. Hallmark program test and U.S. rollout to over 20M members. Received five promotions and Innovation Award.

Marketing Manager

DAYTON-HUDSON CORPORATION, Minneapolis, MN, *Retail department stores.*

- Managed marketing programs, \$2M budget for Dayton's, Hudson's, Marshall Field's.

Marketing Manager

SUN NEWSPAPERS, Edina, MN, *Group of 32 community newspapers.*

- Wrote and edited special sections and developed revenue-driving campaign for paper.

Education

UNIVERSITY OF MINNESOTA

B.A. Communication, Minor: Journalism

UNIVERSITY OF ST. THOMAS

Certificate: Digital Marketing Professional, Oct. 2018

Development/Leadership: MBA courses, University of St. Thomas; Financial Management for Non-Financial Managers, Carlson School of Business; Equipment Lease Finance Association (ELFA) Communications Committee, 2015-2017; MenTTium 100; Steven Covey; Miller Heiman; Social Curator.

Volunteer: The Brand Lab; Second Harvest Heartland; Feed My Starving Children; Two Or More.

Software and Applications: Marketing Automation including HubSpot and MailChimp; Google Analytics; Salesforce.com and Microsoft Dynamics CRM; WordPress; EOS Traction Tools; Asana and Basecamp; Hightail.