

Fraser Marlow

Chief Marketing Officer | SaaS CMO | Digital
Marketing | Content Marketing | Thought Leadership |
Sales Enablement | PR/AR

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*Hands-on outcomes focused SaaS marketing leader. Senior leadership team player.
Champion of new ways of working. Dedicated to building engaged and inspired teams that deliver results.*

Professional Experience

Energage, LLC

Chief Marketing Officer for Exton, PA based HR Tech SaaS solution provider.

Senior leadership

- As a member of the SLT, delivered 54% revenue growth over two years.
- Participated in the core team that raised \$15M in private equity.

Charting a new course

- Renamed, rebranded and repositioned the company to reflect the new direction and SaaS focus.
- Overhauled go-to-market messaging and positioning to align with market direction.
- By engaging analysts, got the company placed in the 'High Performers' quadrant on software comparison site G2 Crowd. Place as 'Leader' for mid-market.

Built the marketing function

- Expanded marketing activities into content marketing and digital channels achieving 3,500 new prospects per quarter.
- Focused the marketing/sales collaboration through account based marketing, sales enablement, reinvented pitch decks and sales outreach automation.

Led strategic business development efforts

- Established new strategic partnerships with consulting firms and media companies to expand the business.
- Renegotiated supplier agreements to increase profitability.

Built and led the marketing team

- Assembled and led a highly engaged and cohesive marketing team, developing skill sets around digital marketing, content marketing and account based marketing.
- Drove focus and accountability using OKRs and one-on-one coaching across the marketing team.

BlessingWhite

Princeton, NJ based leadership development and training firm. Sold to GP Strategies in 2012.

Over 9 years at BlessingWhite (2007-2016):

- As a member of the senior team, led the company from \$11M to \$18M
- Built up the VC-owned firm for sale to a publicly traded company at a 4x NIFO
- Launched or re-launched 33 products, realigning and repositioning the portfolio to market needs

As Head of the Leadership Practice: Dec 2014 to July 2016

- Retooled the core portfolio to grow custom solutions to 45% of revenue
- Initiated 8 strategic partnerships for new IP acquisition and development with 10 new product additions to the portfolio in 2015
- Established new sales enablement approaches, improving RFP/proposal success rate from under 5% to 10%

As VP Marketing & Asia Pacific: Jun 2007 to Dec 2014

- Developed a global lead generation and nurturing engine, based on integrated CRM, original research, digital/social marketing and a strong content marketing approach.
- Grew daily unique website sessions from 120 to 900
- Grew inbound leads from 12 per week to 40, slashing lead response time from 5 days to less than one day
- In Asia, expanded the global distributor network from 6 to 12 and grew revenues from \$100K to \$600K/y
- Reduced physical packaging costs and storage from \$55/unit to \$25/unit by adopting streamlined approaches and more digital delivery

GE Healthcare life sciences

Piscataway, NJ based life sciences and biopharma supplier

Head of e-Commerce: Jan 2000 to Jun 2007

- Developed GE Healthcare Life Sciences' web presence and digital commerce capabilities, from inception to a \$56M sales channel
- Established direct EDI/e-trading relationships with top 30 clients, reducing ordering 'friction' and decreasing missed nightly shipments by 30%
- Oversaw a global multidisciplinary team of 40 in the US, Sweden and India
- Launched self-service functions, tech support, forums, compliance, integrated service portal, account specific pricing, web channel promotions by country and many more client centric features.

Prior professional experience (for details, please see www.frasermarlow.com/resume)

Senior Product Manager Imaging Research Inc. – St. Catharines, Canada – Nov 1998 to Dec 1999 (subsequently acquired by Amersham / GE Healthcare)

Product Manager Amersham Pharmacia Biotech, London, UK – May 1998 to Nov 1998

Biotech Start-up Genemark @ Royal Veterinary College – Feb 1997 to May 1998

Background information

education

B.Sc. Hons. Business

[University of Bradford School of Management](#), UK, 1992

A business degree with specialization in Marketing.

DipM. Post-Graduate Diploma in Marketing

[Chartered Institute of Marketing](#), UK, 1992

publications & public speaking

Business Book: **“The Engagement Equation”** (Wiley 2012)
Leadership Strategies for an Inspired Workforce

15 research reports as lead author for BlessingWhite and Energage.

Speaker at events and conferences including national Top Workplaces, SHRM national, ASTD, CSTD, the OPA (now DCN), TrainingIndustry, HR.com, AIM, CEIBS (China), ICAEW (London) as well as many regional HR and OD chapters.

languages & overseas experience

While born in the UK and carrying a UK Passport, I grew up in France to age 17, took my French Baccalaureat in 1988, and remain fluent in French.

I have traveled extensively for work and have held permanent residence in Sweden (Uppsala), Germany (Freiburg), France (Rambouillet), Canada (St. Catharines), the UK and the USA.

As a permanent resident in the USA since Jan 2000, I hold a green card and can work without restrictions.

interests

Distance Running / Cycling / Triathlons

Large scale DIY / Home remodeling

Web design & application programming