

Fraser Marlow

Fueling rapid growth and building impactful brands through results-driven marketing

Profile:

Head of marketing with a global mindset. Senior leadership team player & problem solver. Through customer-centric design thinking, takes a consultative approach to go from vision to execution. Builder of inclusive, accountable teams that deliver results.

Areas of expertise:

Strategic Marketing

SaaS Marketing

Digital / Social Marketing

eCommerce

Content Marketing

Thought Leadership & Research

Cross-cultural leadership

Business Development

Public & Analyst Relations

Selected career highlights:

- As a member of the leadership team **raised \$15M and achieved 54% growth** for an HR Tech SaaS company. Successfully rebranded and repositioned the company for growth. Re-tooled the marketing function to align with sales and deliver qualified leads.
- **Managed a \$12M global professional services practice across Asia, MENA, Europe and North America.** Grew the brand and helped guide this professional services company to a successful sale to a publicly traded company.
- **Led the digital sales and marketing channels from inception to \$56M/year** for a division of GE Healthcare. Led a global diverse team of 41 staff & contract developers to build the web presence and eCommerce capabilities from scratch.

Professional experience:

Energage, LLC

[Aug 2016 - Present]

An HR Tech SaaS provider of workplace improvement solutions, registered B Corp

Chief Marketing Officer

Joined the leadership team of a traditional software services company to seize the potential of HR SaaS Technology. Led the effort to rename and radically reposition, launch new SaaS products, transition to recurring revenue, and build out marketing based on OKRs. Delivered 54% revenue growth over two years and raised \$15M in private equity.

Charting a new course for growth

- Renamed, rebranded and repositioned the company to reflect the new direction and SaaS focus. From approval to execution in 6 weeks and under \$50k.
- Overhauled messaging and positioning to align with market direction. Launched content marketing campaigns resulting in 2.2X social followers.
- By engaging analysts, got the company placed in the 'High Performers' quadrant on software comparison site G2 Crowd.

Built the marketing function

- Established marketing automation processes on Pardot/Salesforce/SalesLoft.io.
- Expanded activities into content marketing, SEO and digital channels achieving 3,500 new prospects and 1,200 qualified (sales-accepted) leads per quarter.
- Focused the marketing/sales collaboration through account-based marketing (ABM), sales enablement, reinvented pitch decks and sales outreach automation.

Coached and developed the marketing team

- Assembled and led a highly engaged and cohesive marketing team of 8, developing skill sets around digital marketing, content marketing and ABM.
- Coached and developed 'B' players into 'A' players who managed others and coordinated external resources/vendors.
- Drove focus and accountability using OKRs and one-on-one coaching.

Led strategic business development efforts

- Established new strategic partnerships with consulting firms and media companies expand the business into 3 new key markets.
- Renegotiated supplier and service provider agreements adding \$120k/y to the bottom line.

Previous professional experience:

BlessingWhite

[Jun 2007 - Aug 2016]

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

Over 9 years at BlessingWhite (2007-2016):

Took a corporate learning services firm from \$11M to \$18M to achieve the private equity backer's goal of a successful exit to a publicly traded company at 4x NIFO. Achieved this by building an accountable marketing function based on proprietary research and disciplined generation of highly qualified leads.

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

- Retooled the core portfolio to grow custom solutions from 30% to 45% of revenue.
- Initiated 8 strategic partnerships for new IP acquisition and development resulting in 10 new product additions to the portfolio. Relunched a further 23 products.
- 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 website sessions from 120 to 900/day through SEO and social outreach. Grew qualified 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 (Asia and MENA) from 6 to 12 and grew revenues from \$100K to \$600K/y.
- Through design thinking, reduced physical packaging costs and storage from \$55/unit to \$25/unit by adopting streamlined design and more digital delivery.

Piscataway, NJ based life sciences and biopharma supplier

Established the divisions' web presence and online trading capabilities from scratch. Over 7 years delivered a world-class online ordering experience and back-end ordering system integration capability handling \$56M in sales.

Head of e-Commerce: Jan 2000 to Jun 2007

- Established direct EDI/e-trading relationships with top 30 clients, reducing ordering 'friction' and decreasing missed nightly shipments by 32%.
- Worked cross-functionally to ensure the digital channel integrated with customer service, sales and support worldwide.
- Led a global multi-disciplinary team of 40 in the US, Sweden and India.
- Applied LEAN 6-sigma DMAIC approaches, trained to green belt level.

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

Freelance technical stage manager – Through college until Dec 1996. Toured internationally with Shakespeare and West end productions.

Background information:

education

B.Sc. Hons. Business & Marketing

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

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

Wrote 15 research reports as lead author for BlessingWhite and Energage. Frequent speaker and company representative at events and conferences.

languages & overseas experience

Bilingual French/English.

interests

Marathon Running / Cycling / Triathlons
Large scale DIY / Home remodeling*
Web design & application programming*

** I have a passion for building things, in business and in life!*