

OMAR ALBERTELLI

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Sales and marketing executive that delivers high returns with data-informed leadership and innovative techniques, while recognizing and fostering an entrepreneurial culture in high-performing matrixed teams.

- Advocate for building customer trust by focusing on the “why,” not simply the “how and what”
- User of analytics to enhance marketing performance, pipeline growth, sales alignment, & churn reduction
- Proven experience building client relationships through beneficial, insightful, and strategic insights

Pipeline

- Demand Generation
- Campaign Analytics
- Online / Offline Campaigns
- Accelerated Lead Conversion

Strategies

- Business Development (Segments and Industries)
- Acquisition and Retention (SMB and Enterprise)

Disciplines

- Pipeline Building
- Lifecycle Management
- Persona and Segment Targeting
- Brand Management

EXPERIENCE

TRUCE Software

2019 – Present

Director of Marketing

Primary focus was to increase the number and quality of inbound leads for sales through the oversight and execution of email, direct mail, webinar, ABM campaigns, and syndicated content ads. This was achieved using campaign analytics to optimize targeting (persona and industry), content engagement, conversion rates, and attribution modeling.

Results included:

- **Drove a 5x increase in qualified sales appointments** – outsourced telemarketing with 50% less headcount than internal BDR team
- **Achieved 32% open rate and 14% click thru rate on email campaigns** – maximized response rates by leveraging A/B testing, content optimization, multi-channel engagement, segmentation, and targeting
- **Developed a steady drumbeat of ABM multi-touch campaigns** – targeted named account buying groups
- **Doubled engagement of leads and BDR development** – designed reporting tools and dashboards that identify and call out trends that impacted sales behavior, marketing strategy, and campaign effectiveness

Market Traders Institute

2018 – 2019

Chief Marketing Officer

Chartered to turn around a \$40M online education company that teaches Forex (Foreign Exchange) trading with live and on-demand classes, and trading tools. Leveraging direct response methodologies, marketing tightly managed the lead generation and qualification process to ensure the sales team was able to improve their close ratio, with a lower cost of acquisition.

Results included:

- **Increased sales close ratio from 2% to 8%** – resulted in a 25% increase in revenues
- **Reduced churn by 20%** – returned business to profitability with double-digit net margins
- **30% reduction in total marketing fixed operating costs** – re-allocated budget and organizational design
- **50% advertising fee reduction with same lead capture rate** – restored campaign metrics to industry benchmarks, implemented social media and reputation management, and renegotiated vendor contracts

Aprimo

2012 – 2017

VP of Global Marketing

VP of Account Executive and Customer Success

Primary focus was to generate new business and to expand existing accounts, accelerate acquisition within target industries, increase pipeline of qualified leads, and oversee the marketing and sales teams (demand generation, PR, sales enablement, alliance marketing, global operations, events, and BDRs).

Results included:

- **10x growth in customer base** – translated to a 3x increase in monthly recurring revenues
- **300% increase in pipeline revenue** – forecasted opportunities from new and existing customers
- **10x lead qualification** – improved segmentation, targeting, and qualification of decision makers

SAVO

2011– 2012

VP of Corporate Marketing

- **Developed demand generation platform** – integrated campaigns consisting of outbound and inbound marketing, user conferences, social postings, industry keyword listening techniques, and marketing automation capabilities that leveraged Marketo, Google AdWords, SEO, and website optimization
- **Established content marketing function (sales enablement, messaging, and branding)** – redesigned sales support materials to ensure consistency, developed customer testimonials and case studies, and launched a new optimized website that assisted in sales qualification

MOTOROLA SOLUTIONS

2008 – 2011

Director of Marketing

- **Defined regional strategy and global operating process** – led cross global efforts to identify messaging inconsistencies and executional inefficiencies
- **Evolved messaging strategy** – managed marketing communications and activities to ensure that Motorola messaging was consistent across on-line platforms, events, and sales materials
- **Supported \$12B Nokia Siemens Networks acquisition** – led global work streams in media, brand, campaigns, events, sales tools, and marketing operations to complete global acquisition and integration

MOTOROLA MOBILITY

1997 – 2008

Account Executive – Variety of Roles

- **Wireless Carriers Sales (AT&T Wireless and Verizon)** – exceeded wireless phone and accessory sales targets through promotional calendar management, merchandizing, purchase incentives, and product training.
- **National Carrier Account Manager** – collaborated with carrier procurement and marketing teams to increase market share in all sales channels (retail, direct mail, government, enterprise) through the utilization of collaborative marketing funds (approximately \$250 million).

Additional experience:

- **Senior Manager of Latin American Marketing Strategy & Operations**
- **Senior Manager of North American Promotions & Sponsorships** – NFL, Indy Car, House of Blues, Pepsi
- **National Manager (Carrier HQ)** – AT&T, Verizon, Cricket, RadioShack
- **Western Regional Field Account Manager**
- **Regional Account Executive** – AT&T Wireless (LA Cellular) and Verizon (PacTel)