

CHRIS RUSSELL

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San Francisco, CA

PROFILE

Passion for building best in class revenue generation teams

- / Comprehensive executive experience with all facets of modern marketing & sales
- / Founded and grew Marketing Operations & Mid-Funnel Marketing team at Marketo. In 2011, Marketo was named the #1 fastest growing company in Silicon Valley by the *Silicon Valley Business Journal*, and the 28th most promising company in America by *Forbes* magazine.
- / Deep experience with prospect & customer facing evangelism.
- / Implemented Salesforce CRM at salesforce.com and Marketo at Marketo. Expert knowledge of marketing and sales technology, platforms, and applications.

EXPERIENCE **Double Haul Strategies, San Francisco, CA**

Founder (July 2012-Present)

- / Focused on accelerating growth at client companies via advisory services in such areas of expertise as: demand creation, lead qualification, marketing & sales operations, product design, positioning, modeling, strategic planning, and technology optimization.
- / Clients include(d): <please email for client list>

Marketo, Inc., San Mateo, CA

Director of Marketing Operations & Mid-Funnel Marketing (July 2011-June 2012)

- / Founding member, architect, and director of Marketing Operations & Mid-Funnel Marketing team during period of 600%+ company revenue growth.
- / Ultimate owner of revenue cycle after new name acquisition through to start of active sales discovery, for new business and upsell; including lead routing, nurturing, scoring, and acceleration programs.
- / Team partnered with front of funnel, field marketing, online marketing and regional marketing teams through planning, design, and execution of spectrum of company's demand generation initiatives.
- / Key product roadmap influencer providing subject matter expertise.
- / Public and internal thought leader, delivering regular blog posts, webinars, public speaking, and 1:1 consulting sessions focusing on B2B demand generation, marketing operations, marketing & sales alignment and overall revenue acceleration best practices.

Sr. Operations, Mid-Funnel & Outbound Marketing Manager (May 2010-June 2011)

- / Architect of marketing systems and processes delivering 85% of new business pipeline.
- / Successfully launched outbound marketing program at Marketo.
- / Inventor of "Traffic Cop" system of Marketo advanced nurturing. Originally developed for internal use, but later productized and held up as platform best practice.

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Salesforce.com, San Francisco, CA

Senior Operations Manager, Marketing & Alliances (September 2009- April 2010)

- / Recipient of Marketing & Alliances' "Above and Beyond" Award (peer nominated).
- / Associate project lead for design, development, and worldwide rollout of multichannel, multi-tiered email marketing automation system fully integrated with CRM and marketing ROI measurement tools.
- / Spearheaded internal launch within Marketing & Alliances org of Salesforce Chatter, an enterprise social networking and collaboration application.

Alliances Operations Manager (June 2007 - August 2009)

- / Scrum master and associate product manager for multi-million dollar upgrade of salesforce.com's partner portal. Project won internal award for excellence.
- / As chair of AppExchange review board assessed security, branding, and general quality of new partner applications submitted for publishing on salesforce.com's AppExchange.

Technical Alliances Consultant (March 2007- May 2007)

- / Delivered full life cycle business and technical consulting to over two hundred salesforce.com I.S.V. partners.
- / Liaison for ISV team to R&D scrum teams and product managers.

Palamedea Technology International, L.L.C., Prague, Czech Republic

Program Manager (June 2004-February 2006)

- / Product and operations manager for European and Asian development teams of American software firm specializing in Software as a Service solutions for financial and insurance markets.
- / Directly responsible for operational excellence of three separate company offices located across three different countries/time zones and indirect manager of over 20 development and QA resources.

EDUCATION Colorado College, Colorado Springs, Colorado

B. A. in Economics, 3.3 GPA (August 1999 - May 2003)

- / Senior Thesis Topic: The Effectiveness of Methods Private Business Can Employ to Protect Intellectual Property Against Unauthorized Use.
- / 4-year NCAA Division III athlete, Varsity Lacrosse.