

- MICHAEL P. HOARD -

FOUNDER, ADVISOR, REVENUE LEADER

B2C / B2B Tech and SaaS Start-Ups and Turnarounds

P&L up to \$50M | Remote Global Teams of 50+ | 300% Revenue Growth in 4 Years

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SUMMARY

Entrepreneurial and Creative Growth Leader adept at turning innovative ideas and technologies into tangible results. Experienced in formulating and executing revenue strategies and developing business opportunities across North America, EMEA and APAC Regions. Lean Six Sigma Green Belt with expertise in EOS Traction.

My track record of building & leading teams of revenue professionals to maximize top line revenue and profits drives consistent 25% Quarter-Over-Quarter improvements in acquisition, retention and revenue.

Individualization | Strategic | Maximizer | Learner | Achiever

EDUCATION

Bachelor of Fine Arts in Industrial Design • **Rhode Island School of Design**

Lean Six Sigma Green Belt • Project Management Academy

PROFESSIONAL EXPERIENCE

IMPACTUS Growth Advisors, Virtual - Founder & Fractional Growth Advisor

2019 - Present

As a Fractional Growth Advisor, I work with companies at accelerating scalability by minimizing the gap between sales, marketing, and customer success. Proven successes in demand generation, digital delivery, sales technology implementation, and process improvements.

- ▶ Propelled a 50% increase in demand generation and 25% improvement in qualification through management of an end-to-end SaaS Software PLG strategy
- ▶ Generated a \$10MM deal pipeline by implementing a strategic B2B Marketing Strategy scaling WordPress, HubSpot CRM, Marketing Hub, and Sales Hub to manage, measure, and report on all new and existing ECommerce customer interactions

ThriveDX Enterprise, Virtual - Head of Growth

2022-2024

As Head of Growth, I was tasked with scaling the demand generation activity to allow for expansion into the EU and North American markets. By realigning Inbound, Outbound, Advertising, SEO/SEM, Events and Content Syndication activities, my team launched an end-to-end cohesive, multi-touchpoint, engagement engine improving Lead to Activation conversion by 260%.

- ▶ 4X opportunity creation within 90 days of implementing strategic changes to the end-to-end B2B / DTC customer journey
- ▶ Reduced Cost Per Lead (CPL) and Cost Per Qualified Opportunity (CPQO) by 300% through analysis and reduction of wasteful activities

Xeeva Inc., Virtual - Vice President of Product Marketing & Sales Enablement**2021 - 2022**

I was hired to spearhead the revitalization of the organization's SaaS engagement strategy by implementing a product-focused customer acquisition program. By leveraging Sales-Enablement-As-A-Function, we connected the marketing efforts more directly to the sales activities with a true "middle of funnel" team to bridge the gap, enabling better qualification and stronger engagement with prospects.

- ▶ Powered a 43% increase in lead generation by refocusing and realigning the Go To Market team through a product-led SaaS engagement strategy
- ▶ Drove a 200% increase in registration to our Platinum Partner Program by implementing Partner Engagement and Relationship Management strategies employing product positioning, customer storytelling, and benefit analysis

Navitas, Virtual - Head of Technology Partnerships, North America**2018-2019**

As the senior technology professional in North America, I led transforming technology adoption across all of our North America campuses and offices. By implementing a centralized technology platform we connected the North America region to our EU and Australian counterparts, increasing efficiency and effectiveness.

- ▶ Grew adoption and delivery rates across a geographically diverse multi-site campus program by 35% through the design and adoption of a DTC digital transformation initiative to align with global demand by defining the budget, goals, metrics, and KPIs.

CaseFMS, North Attleboro, MA - Head of Sales and Marketing (CMO)**2016-2017**

As hire #1, I led a team that affected a \$75M sales pipeline and a 60% revenue growth (\$16.75M) in the first year, improving sales effectiveness by more than 3X throughout the United States.

- ▶ Expanded lead generation by 20% and close rate by 100% through the creation of a front-end Demand Funnel for a newly developed SaaS Solution that focused on targeted Product Marketing and ABM strategies

SungardAS, Virtual - Solution Delivery Executive**2013 - 2016**

Steered client success and delivery activities as the "Voice of the Customer" by spearheading customer-centric service and innovation throughout a \$15MM (ARR) portfolio of Fortune 500 businesses (Education, Healthcare, SaaS, FinTech) in Digital Transformation, Digital Product Development, and SaaS / Cloud Innovation.

- ▶ Converted a projected 30% churn into a 15% surplus booking through consultative engagement with customer stakeholders on new digital initiatives (Cloud/SaaS, FinTech, Retail, Education)

Eight Eleven LLC, Providence, RI - Founder and CEO**2005 - 2013**

Founded a digital marketing and web development studio, delivering digital experience and transformation strategies for startups, SMB's, Non-Profits and ECommerce brands, driving 2X sales growth in each of the first three years.

- ▶ Grew revenue 30%+ Year-Over-Year through integrated marketing programs, incorporating Smart Social Media/Email engagement as a selling tool to grow brand awareness and increase fundraising opportunities across a portfolio of B2B / B2C / DTC customers