

Peter Risman

Senior Marketing Professional

A seasoned marketing leader with technology, SaaS/software, and services background. Experience in B2B and B2C global marketing, and a proven ability to deliver results working across cultures and time zones.

- Marketing Strategy
- Partner Marketing
- Digital Marketing
- Social Media Marketing
- Demand Gen
- GTM Planning/Execution
- Global Marketing
- Segmentation/Analysis

PROFESSIONAL EXPERIENCE

Pilot Marketing Strategy, LLC San Antonio, Texas	2005-present
<p>Principal/Consultant: Management consultancy developing marketing strategies, defining product offerings and positioning, creating brand platforms, and delivering digital marketing/social media solutions.</p> <ul style="list-style-type: none"> ■ Socialmatica (Los Altos, CA) – interim VP of Sales (2011-2012): Led channel development and sales for a social media analytics SaaS platform, resulting in a 168% increase in sales funnel activity. ■ Texas-based Digital Agency: Led the agency in executing a strategic pivot from SEO/PPC to Inbound Marketing. Developed a detailed plan for developing an in-house Demand Gen capability. ■ PEER1 Hosting (San Antonio, TX): Defined requirements for social media listening/engagement capabilities; researched and reviewed social media analytics, work-flow/CRM, and reporting packages; recommended platform best suited to client's requirements. ■ Banclnsure (Oklahoma City, OK) – interim Director Corporate Communications (2009): Responsible for internal and external communications and branding efforts, including Public Relations and Investor Relations. 	
Tangoe Orange, Connecticut	2015-2016
<p>Director – Alliance Marketing: Led global partner marketing efforts for TEM software multi-national partners, including: AT&T, Fujitsu, HPE, IBM, SAP, and Verizon.</p> <ul style="list-style-type: none"> ■ Developed partner marketing strategy, and secured partner participation in sales enablement campaigns to increase partner sales of joint service offering. ■ Produced videos, events, and collateral to clearly define joint value prop for partner sellers and their customers. 	
Vonage Holmdel, New Jersey	2012-2015
<p>Senior Marketing Manager – International Markets: Led global go-to-market strategies, segmentation, campaign planning, messaging, and budget management.</p> <ul style="list-style-type: none"> ■ Developed and executed integrated campaigns to support Vonage's trial entry into the Brazilian market, reflecting a mix of TV, Print, Paid Search, Display Advertising, Social Media, Online Video, and Email. <ul style="list-style-type: none"> ✓ Directed the creative development and production efforts of multiple Brazilian agencies. ✓ Decreased the cost of acquisition by 80% through testing creative concepts, messages and offers, optimizing media strategy by pivoting to digital channels. ✓ Delivered 3x increase in conversion rate through use of micro-sites and segment-specific landing pages. ■ Developed and executed a global messaging/offer strategy to promote Vonage service in 34 countries, using a mix of Paid Search, Display Advertising, Social Media, Email, Affiliate Marketing, and Partnership channels. <ul style="list-style-type: none"> ✓ Achieved 115% of annual revenue and sales goals, delivered at 50% of the budgeted fully-loaded cost per sale. ✓ Increased online conversion 7x by optimizing messaging, offers, digital media, and online user experience. ✓ Executed mix of social media initiatives including a unique “Military Spouse” influencer program that recruited Military bloggers to promote Vonage. 	

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PROFESSIONAL EXPERIENCE (CONTINUED)

Texas State University San Marcos, Texas	2011-2012
Adjunct Professor: Developed and delivered a 3-credit, upper-level undergraduate course covering digital marketing and social media, including: the history of the Internet, Google as a marketing channel; the theory and practice of SEO, SEM, and affiliate marketing; social media marketing and platforms; and UX best practices.	
Campbell-Ewald Advertising San Antonio, Texas	2009-2010
Senior Vice President/Managing Supervisor: Led the account services team in support of USAA's interactive/digital marketing of insurance and financial services.	
ASENZ Marketing San Antonio, Texas	2005-2009
<ul style="list-style-type: none">▪ Vice President/Sales & Channel Development: Developed channel acquisition and messaging strategy, recruited and managed 40+ North American VAR sales channel for the ASENZ360 SaaS online marketing platform.▪ Vice President/Account Services: Marketing strategist responsible for account services and new business development. Led new business development efforts to acquire multiple new accounts: AT&T, USAA; and Allstate.	
Gateway Marketing International Arlington Heights, Illinois	2001-2005
Executive Vice President: One of two founding executives, responsible for new business development, account services and financial management to grow start-up agency to \$10M in billings in its first 24 months.	
UPSHOT! Marketing Chicago, Illinois	1999-2001
Vice President/Account Services: Led a team of eight in supporting the \$6M AT&T promotional marketing account.	
AT&T Hoffman Estates, Illinois/Basking Ridge, New Jersey	1987-1999
<ul style="list-style-type: none">▪ Product Group Director: Generated \$100M in revenue through new product introductions, innovative pricing and product life cycle management.▪ Consumer Marketing Director: Developed marketing and messaging strategies to generate \$900M in revenue. Deployed an integrated telemarketing/direct mail acquisition program leveraging "just in time" database marketing.▪ Global Marketing Strategy Manager: Developed the techniques, tools and training to enable global execution of sophisticated direct marketing programs for the \$400M division of AT&T serving non-US based markets.▪ Consumer Services Financial Manager: Led the development of sophisticated financial models for analyzing the profitability of mobile-intensive consumer market segments.▪ Corporate Strategy Senior Analyst: Management consultant specializing in financial systems design.	

EDUCATION

Rutgers University – MBA Finance

Rutgers University – BS Engineering