

Lawrence I. Goldman

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PROFILE

Accomplished B2B marketing leader with 21 years in software, SaaS, eLearning and IT services. Extensive background in digital, content and product marketing. Equally comfortable as both a team manager and a hands-on contributor. Career highlights: launched 20+ products, produced hundreds of lead-generating events and campaigns, and successfully rebranded four tech companies.

EXPERTISE

- Product Messaging
- Strategic Business Planning
- Demand Generation
- Sales Enablement
- Technical Communication
- Team Management

EDUCATION

- Masters of Science,
University of Cincinnati, 1993
- Bachelor of Arts,
Cornell University, 1988

EXAMPLES

- **Online Portfolio**
lgoldman.com/portfolio.html
- **Personal Blog**
lgoldman.com/blog
- **Publications**
MoreSteam.com, *The Blended Learning Playbook*. 2009.
ISBN: 978-0615323169

WORK EXPERIENCE

Dizzion, Inc.

04/15-04/16

Venture-backed, virtual desktop service provider

Director of Marketing

- Managed all product marketing, strategic plans, branding, PR, analyst relations and lead gen campaigns.
- Built marketing department and all functions, including new web site, sales assets, product collateral, messaging, personas and blog.
- Increased web traffic to site by 300% in one year.
- Directed the launch and go-to-market strategy for two new products from initial messaging to sales team training.
- Led implementation of marketing automation tool and Salesforce integration for lead tracking, PPC and digital campaigns.
- Supervised one FTE, one intern and multiple contractors.

Windward Studios

11/13-04/15

Producer of software components for reporting and docgen

Director of Marketing

- Devised and implemented all product releases plans, demand gen ops and marketing initiatives.
- Directed largest product launch in company history.
- Built, managed and coached global team of six marketers. Introduced Agile Marketing methods to foster a culture of active collaboration.
- Completed 100% of company rebranding and overhaul of marketing assets, personas and sales collateral, with key focus on expanding key OEM market.
- Standardized all reporting and marketing automation processes, delivering reliable metrics for sales and strategic planning.
- Drove a 20% increase in leads through planning and implementing multi-channel lead gen campaigns and nurturing campaigns.

RECOGNITION

- *Denver Business Journal* “Forty Under 40” award for business & community excellence, 2006
- Affiliate Partner of the Year, International Society of Six Sigma Professionals, 2006

SKILLSET / TOOLS

- Marketo / Mindmatrix
- Salesforce.com
- Adobe Creative Suite
- WordPress
- Microsoft Office
- Camtasia

INDUSTRIES

- Technology
- Healthcare
- Finance
- Contact Center
- Operational Excellence

CERTIFICATIONS

- Marketing Measurement & Analytics, MarketingProfs University, 2016
- Lean Six Sigma Black Belt, BMG University, 2006
- Product Marketing, Pragmatic Marketing, 2004

PROFESSIONAL AFFILIATIONS

- VP of Membership, Colorado Business Marketing Association (BMA), 2014-2016
- Judge, BMA B2 Awards, 2013-2016

WORK EXPERIENCE (continued)

MoreSteam.com LLC 09/08-06/13
Provider of eLearning and quality SaaS tools

Vice President, Marketing

- Recruited to management team and responsible for all marketing, which contributed to revenue growth of 6-10% per year.
- Conceived and led go-to-market strategies for over 12 product launches, including competitive analyses, market surveys and digital campaigns.
- Realigned brand, updated all logos, assets and internal processes. Introduced reporting dashboards, annual branding surveys, landing page optimization and content and social marketing initiatives.
- Produced and moderated all events: 3 annual customer conferences, 11 forums, 35 webcasts. Coordinated 7+ tradeshow and conferences per year.
- Improved Web search traffic by 243% through SEO and content.
- Launched corporate and public newsletters, grew lists by 175%.

Oracle Corporation 06/07 – 09/08
Crystal Ball (analytical software) Global Business Unit

Senior Manager Product Marketing

- Promoted to leader of global product and field marketing team with P&L responsibility.
- Developed and directed strategy for all online, live and international marketing campaigns.
- Oversaw first major product launch of Crystal Ball 11 under Oracle.
- Directed all aspects of post-Oracle acquisition assimilation process and revision of branding.

Decisioneering, Inc. 06/97 – 05/07
Statistical software for the enterprise and desktop

(Acquired by Hyperion Solutions 01/07, then Oracle Corporation 06/07)

Director of Six Sigma Marketing (01/05-06/07)

- Responsible for company’s fastest growing segment, which grew to 2/3 of all sales within two years. Developed all online and print campaigns, sales support materials and international sales training.
- Revamped and expanded international co-marketing program for operational excellence consultants to 95 firms (500% gain in partners).
- Led development, market research, launch and promotion of Six Sigma-specific product.
- Produced inaugural customer conference. As program chair for four years, increased attendance by average of 8% per year.

Product & Web Marketing Manager (06/99 – 12/04)

Program Manager (06/97 – 05/99)