Mark T. Osborne, MBA (page 1 of 2)

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PROFESSIONAL SUMMARY

Recognized by *AdAge Magazine as a* "Marketing Technology Trailblazer" and a #1 Selling Author on Amazon, Mark Osborne brings decades of experience integrating Sales, Marketing, and Customer Success for Early-Stage SaaS, Tech, and B2B / Professional Services Firms. Mark has delivered tens of millions of dollars in revenue for his clients, often doubling revenues and pipeline in 90 days through his focus on building revenue systems that emphasize strategic building blocks of Competitive Advantage

CORE COMPETENCIES

- **Attraction Systems**: Attract the right prospects for improving Pipeline Quality with differentiated positioning and delivery
- **Acceleration Systems**: Accelerate speed and size of deals with scalable systems and powerful content
- **Activation Systems**: Activate renewals, upsells, and referrals from existing customers through optimization systems and processes

EXPERIENCE

Kantar Analytics Los Angeles, CA
VP Growth and Strategy 11/2021- present

Leading revenue growth, bridging product, sales, and marketing for innovative suite of Analytics solutions covering media effectiveness, data-driven brand strategy, creative testing, search+social insights, and conjoint/pricing analysis for Fortune 500

- 200%+ Revenue target through Strategic Account Planning with internal stakeholders and external content marketing
- Generating new clients and revenue through outbound marketing; creating target lists, content, and executing campaigns
- Growing revenue from key accounts guiding internal teams to success in discovery, positioning, packaging, and negotiation

BERA Brand Management Los Angeles, CA
Principal Account Director 1/2021-11/2021

Grew business through retention and expansion of contracts with Fortune 500 clients by partnering with marketing leadership and internal/external Insights and Analytics teams to guide brand strategy and use of brand data in analytics

- 100% client retention and 30%+ ARR growth with largest client portfolio in the company (Auto, CPG, Media)
- Subject Matter Expert guiding use of Brand Data in Analytical Frameworks like MMM and Best Practices for Marketers
- Team leadership, upskilling Account Management and Data Analyst teams in client growth and story-telling with data

Neustar, Marketing Services • Sold to TransUnion Los Angeles, CA
Sr. Principal, Strategic Accounts 2019 - 2021

Enterprise sales leader working with Fortune 500 brands, connecting with Marketing and Analytics leadership and external partners while developing Customer Data and Intelligence (DMP), Unified Analytics (MMM / MTA), and other SaaS solutions.

- Pioneered new strategy for partnering with leading consultancies / systems integrators for Customer Data projects
- Completed Covey's "Helping Clients Succeed" and "4 Disciplines of Execution" Sales and Management training

ConversionLogic • Sold to Innovid Los Angeles, CA
Vice President, Client Success 2017 - 2019

Managed delivery and revenue growth for key clients including General Motors, Woolworths Australia, Microsoft and others while building client management systems at Forrester's "Breakout Vendor" in Marketing Measurement and Optimization.

- Led growth of Microsoft from limited POC to largest engagement creating custom TV and Digital analytics solutions
- Grew Australia market by 50%, working with leading Telcos, Retailers, and associated agencies
- Awarded "Employee of the Quarter" • 3Q 2017

MarketShare • Sold to Neustar Los Angeles, CA
Director, Emerging Products Group & Consulting Team 2015 - 2017

Delivered consulting engagements powered by SaaS solutions for Fortune 500 brands leveraging 1st, 2nd and 3rd party data, for user-level (MTA) and market-level (MMM) attribution leading teams of strategists, data scientists, and product managers.

- Led enterprise implementations and change management for brands including Nike, Hulu, Esurance and others
- Facebook Partnership team leadership, presenting at Facebook Client Summits on measurement and attribution
- Google Measurement Partnership business development team member instrumental in crafting solution offering

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CitizenNet, Facebook / Instagram and Twitter API Marketing Partner • Sold to Condé Nast — Los Angeles, CA
Vice President, Marketing and Sales — 2014 – 2015

Revenue accountability spanning brand strategy, product marketing, sales pipeline, and client management for Social Media targeting technology company using Machine Learning for real-time segmentation and optimization based on user data.

- Delivered 300%+ increase in RFPs and 200%+ revenue growth including Sony Pictures, Fox Broadcasting, and NBC Universal
- Elevated Social Media in strategic conversations through innovative measurement. Article: http://bit.ly/FBLiftStudy
- Created Entertainment Vertical strategy and trained Facebook teams in usage. Whitepaper: http://bit.ly/FBWhitePaper

WebMetro/Revana Digital • Sold to The Search Agency — Los Angeles, CA
Director, Digital Strategy — 2011 – 2014

Developed data-driven, digital media plans based on segmentation analysis and real-time optimization securing new accounts and growing billings through account development at this digital agency ranked by *Ad Age* in 2013.

- 150% of revenue goal with $30MM+ increase in media portfolio achieved within 2 years
- Awarded "Employee of the Month" • November 2012

Cardinal Web Solutions — Atlanta, GA
Vice President, Interactive Marketing — 2009 – 2011

200% growth in agency billings though new partnerships and service offerings; developed digital marketing solutions for agency's B2B objectives and B2C clients for start-up agency specializing in Search Marketing and Social Media Strategies.

Mass 2 One Loyalty • Sold to Triton Digital — Atlanta, GA
Regional Manager — 2008 – 2009

Trained marketing and promotions teams in using 1st Party Data to create integrated digital and broadcast media campaigns to deliver accountable, ROI-driven advertising solutions in Top 20 DMAs for CBS, Cumulus and other broadcasters

iHeart Media (formerly Clear Channel) — Atlanta, GA
Sales Manager — 2007 – 2008

Led fifteen person cross-functional sales and marketing team in delivering innovative on-air, online, and onsite campaigns that grew clients and billings to surpass $12MM revenue goal by 16%; driving biggest competitor off-the-air.

Interep / McGavren Guild Media — Atlanta, GA and Los Angeles, CA
Vice President, Director of Sales — 2001 – 2007

Managed office to outperform an $8MM budget by 13%; trained staff to improve negotiation skills and deliver superior service to agency media buyers, while meeting tight deadlines and juggling multiple projects.

- President's Awards • "Most Valuable Person" • "Top Performer Agency Accounts" • "Top Performer New Accounts"
- Promotion path: Account Coordinator to Account Executive in 2002; promoted to Vice President in 2005

University of Southern California, Marshall School of Business
Master of Business Administration, 2014

- Graduate Marketing Association Rep
- Dean's List

iab Digital Data Solutions Certified
Expertise in Data Policies, Managing Data Supply, Creating Data Products and Activating Integrations across media ecosystem including Publishers, Agencies, Brands, Trading Desks and Exchanges

Inbound Marketing Certified

- Buyer personas and journeys
- Content Creation and Distribution
- Maximizing ROI and Attribution
- Marketing Automation and AI

Account Based Marketing Certified

- Ideal Customer Profile Creation
- Prospect / Customer Engagement Models
- Prioritized Sales Triggers and Activation
- Forecasting, Measurement, and Optimization

***Advertising Age* Magazine**
"Marketing Technology Trailblazer"
Honored for innovation in using tech to make sense of customer data for more powerful marketing interactions

#1 Selling Author on Amazon
"Are Your Leads Killing Your Business?"
B2B Marketing and Sales book detailing modern Post-Covid Growth Framework for SaaS, Tech, and B2B Services Firms