

# Bradley H. Smith

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## SENIOR MARKETING EXECUTIVE

1. Creative, detail-oriented senior executive with proven record marketing into the C-suite, senior levels within Fortune 500 companies, and securities law firms.
2. Results-driven with a true history of implementing go-to-market strategies, product positioning, demand generation, creative messaging and analytical marketing management - all with a demonstrated passion to drive persona-based demand generation and increasing lead-to-opportunity volume, velocity and quality.
3. Enthusiastic, hands-on leader with the ability to influence others and lead integrated and virtual teams to execution success.
4. Player-coach driven by an entrepreneurial spirit balanced with a corporate practicality for successful results working inside any size organization or any industry.

## CORE COMPETENCIES:

- Automated, content-fueled lead generation (Marketo, SFDC)
  - Brand creation and management
  - Strategic, conceptual leadership with tactical execution
  - Social media strategist
  - Content creator
  - Product marketing and launch
  - Collateral creation and design
  - Public and media relations
  - Shareholder communications
  - Competitive analysis
  - Sales channel support
  - International marketing
  - Tradeshow management
  - Budget and vendor management
  - Lead-by-example manager
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## HISTORY & HIGHLIGHTS:

### **Cision Inc. / PR Newswire and Vintage divisions: New York City**

**2010 - Present**

*Senior Director of Marketing – Shareholder communications and regulatory compliance solutions*

Strategies and management of marketing operations platform and services for legal and C-suite personas, including support for marketing database strategy and data requests e.g.: lead imports, scoring, nurture, lead management, campaign and funnel tracking, targeting and segmentation plans.

Created and executed multi-faceted, multi-touch, integrated campaigns that include communications/awareness, thought leadership, digital and demand generation programs.

- Interim Investor Relations Officer – resulting in Cision listing onto the NYSE, June 30, 2017
  - 20% revenue growth (divisional) in year one / 42% total CGR total
  - Marketing Transformation Team: implementation of persona-based content marketing for automated demand generation programs – resulting in a 361% YoY increase in marketing-influenced revenue and the 2016 Marketo Revvie award for Enterprise Marketing Team of the Year
  - Conversion of annual client contract renewal from manual subscription process (field salespeople) into email and web-only process – generating \$2M in revenue while eliminating inefficient sales cycle
  - Complete 2014 rebrand of Vintage brand – positioned the company for acquisition
  - Content marketing: launch of “Building Shareholder Confidence” blog and subsequent whitepapers
  - Industry expert, moderator pundit and panelist on social media, retail investors and investor relations
  - Founding architect of VirtualInvestorConferences.com brand and investor corporate road-show portal: First “evergreen” investor conference and tradeshow: 45,000+ unique visitors.
  - Board member of National Investor Relations Institute (NIRI) Advisory Board
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### **NASDAQ OMX Group, Inc.: New York City and Boston**

**2006 - 2010**

*Senior Director of Products & Strategy (Marketing) – NASDAQ OMX Group*

Senior marketer responsible for the creation and implementation of the Corporate Services business unit within NASDAQ: product launches, sales enablement, issuer IR education programs and establishing distinctive competitive positioning. Products sold worldwide.

- 2006 – 2010: 250% revenue growth identified Corporate Services group as the fastest growing NASDAQ business unit
- Acquisition, product, brand creation and marketing integration of GlobeNewswire: 450% revenue growth
- Initiation of social media strategies for NASDAQ OMX: first business unit to implement blog and Twitter
- Product launch and messaging of surveillance services: gained 225+ clients in 30 months
- Management of all channel marketing and business development sales and marketing partnerships
- Interfacing with other NASDAQ OMX groups, worldwide, to maximize marketing opportunities: generating sales and build strategic relationships with industry groups and key opinion leaders
- Recognized industry thought leader, NIRI Advisory Council and 2011 *Highest IRIQ* at annual conference

**Shareholder.com: Maynard, MA**

**2000 - (acquired by NASDAQ 2006)**

*Director of Marketing and Communications*

Senior architect for all strategic planning and tactical execution of Shareholder.com global marketing, brand and corporate communications; product positioning and launches, integrated sales lead campaigns, creation and implementation of advertising and direct mail campaigns, corporate events and strategic partnerships.

- Marketing leadership out of the “dot-com” era and onto organically funded prosperity - leading to the successful acquisition of Shareholder.com by Nasdaq
- 400% growth in client base: revenue growth by 370% in a highly competitive industry against much larger, better funded competitors
- Key role on senior management team in setting strategic direction of company, including joint marketing agreement with The Nasdaq Stock Market – setting the stage for acquisition
- Lead marketing officer for M&A activities: industry analysis, brand integration and cross-product development
- Fast Company magazine “FAST 50 Champion of Innovation” award winner: Architect and execution of industry-endorsed Quarterly Earnings event network OpenCompany.info, connecting all public companies with millions of investors each year
- Product launch success showcased in Amazon bestselling “*The New Rules of Marketing and PR*: by David Meerman Scott

**InfiMed, Inc.: Liverpool (Syracuse), NY**

**1992 - 2000**

*Marketing Communications Manager*

*Designer and manufacturer of medical diagnostic imaging systems (now owned by Varian, Inc.)*

Responsible for marketing strategies, branding, product launches, sales campaigns, new product plans and channel support. Marketing lead for international, OEM and VAR partnerships: Toshiba, GE, Siemens and Shimadzu.

- 260% revenue growth during tenure
- Channel management of 800+ dealer sales network including Training Seminars and affiliate ad programs
- International marketing, exhibit concept, design and management: 10+ exhibits annually: attend all shows, both domestic and international: India, UK, EU

**O'Toole and Smith Advertising, Inc.: Syracuse, NY**

**1987 - 1992**

*Creative Director*

**EDUCATION:**

School of Visual Arts New York City, NY Advertising and marketing

Potsdam College of Arts and Sciences: (State University of New York) Potsdam, NY BA Studio Fine Arts

Frequent moderator and panelist on marketing, internet, regulatory and professional seminars. Extensive expertise in electronic publishing and presentation applications. *Thank you for your consideration.*