

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.*