

# Alex Morgan

## CHIEF MARKETING OFFICER

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### EXECUTIVE SUMMARY

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Results-driven Chief Marketing Officer with 18+ years of experience scaling global brands across B2B SaaS, consumer packaged goods, and technology sectors. Proven record of building high-performing marketing organizations, driving \$2B+ in cumulative revenue through data-led campaigns, and leading successful IPO communications for two Fortune 500 companies. Strategic partner to C-suite leaders with a track record of translating vision into market-winning narratives.

### PROFESSIONAL EXPERIENCE

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#### Chief Marketing Officer

2019 — Present

*Nexara Technologies, Inc. — San Francisco, CA*

- Orchestrated global rebrand reaching 42 countries, increasing brand awareness scores by 38% within 12 months post-launch
- Built and scaled a 65-person marketing organization across demand gen, product marketing, and brand — reducing cost-per-lead by 29%
- Spearheaded Account-Based Marketing program targeting Fortune 1000 enterprises, generating \$340M in pipeline in first fiscal year
- Led communications strategy for \$1.2B Series D fundraising and subsequent IPO roadshow, resulting in 3.1× oversubscription

#### VP of Marketing

2014 — 2019

*Veloris Consumer Brands — New York, NY*

- Grew digital marketing revenue contribution from 18% to 54% of total revenue through channel diversification and performance media
- Launched three award-winning product lines across North America and EMEA, collectively generating \$480M in first-year sales
- Negotiated and managed \$120M annual media spend with agency partners, achieving 22% efficiency gains year-over-year
- Built influencer and partnership ecosystem with 200+ creators, driving 4M new social followers and 18% lift in purchase intent

#### Director of Brand Marketing

2010 — 2014

*Calloway & Partners — Chicago, IL*

- Managed full-funnel brand strategy for 12 consumer accounts with combined annual billings of \$75M
- Developed integrated campaign framework adopted firm-wide, reducing campaign launch time by 40%
- Led a team of 22 brand managers, strategists, and designers; reduced team attrition from 28% to 9% over three years

#### Senior Brand Strategist

2007 — 2010

*Calloway & Partners — Chicago, IL*

- Crafted positioning and messaging for Fortune 500 consumer packaged goods clients in food, beauty, and home categories
- Led brand equity research studies with 10,000+ consumer panels, translating insights into campaign briefs and creative platforms

## EDUCATION

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### **Master of Business Administration (MBA) — Marketing & Strategy**

*Kellogg School of Management, Northwestern University*

2007 · Dean's List, Beta Gamma Sigma honor society

### **B.S. in Communications, Minor in Economics**

*University of Michigan, Ann Arbor*

2005 · Magna cum laude

## CORE COMPETENCIES

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- Brand Strategy & Positioning
- Go-to-Market Planning
- P&L Ownership & Budget Management
- Marketing Operations & MarTech
- IPO & M&A Communications
- Demand Generation & ABM
- Executive Communications
- Performance Marketing
- Team Building & Leadership
- Product Marketing & Launches

## AWARDS & RECOGNITION

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Forbes CMO Next List (2022, 2023) · AdAge Marketing Leader of the Year (2021) · Cannes Lions Grand Prix — Brand Experience (2018) · ANA Genius Award — Marketing Excellence (2016)