

Gregory Matranga

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Technology Marketing Executive

Account Based Marketing | Marketing Strategy | Brand Transformation

Summary

A steadfast, adaptable, and thorough Marketing Executive with 30 years of diverse marketing experience across B2B enterprise technology sectors. Driven to create highly-efficient, growth-focused marketing organizations that enable businesses to attract, retain, and grow world-class enterprise customers. Interested in joining a rapidly-growing, technology-forward company.

Key Accomplishments

Private Equity Exit: Through a comprehensive marketing function transformation, enabled the revenue and net margin growth required to achieve the successful acquisition of InfinityQS by TA Associates in June 2022.

Account Based Marketing: Created a digital demand generation and ABM program that drove InfinityQS to achieve a 4x increase in highly-qualified leads—resulting in 25% YoY license sales growth.

Professional Experience

InfinityQS—Fairfax, VA

2015 to 2022

Acquired by TA Associates in 2022 and rebranded to [Advantive](#), was a SaaS data analytics company providing Statistical Process Control (SPC) and Intelligence capabilities for global manufacturing clients. [InfinityQS](#), prior to the acquisition and merger, employed 95 global employees and generated annual revenues of nearly \$30M.

Vice President of Marketing

2017 to 2022

- Reported to the Chief Operating Officer with a team of seven direct reports and a \$2M annual marketing budget: drove growth in annual revenue and market share while ensuring efficient use of digital advertising spend.
- After completing a comprehensive transformation of InfinityQS' marketing function, supported the planning and launch of a new cloud-native solution through a comprehensive, multi-channel marketing strategy.
 - Led the in-house marketing team through the process of designing and implementing an awareness and product launch campaign that achieved an increase in cloud sales from 7% to over 65% of new sales.
- Developed InfinityQS' ABM program to target large enterprise customers, driving increasing qualified enterprise prospects by 4X and enabling continued 25% YoY software license sales growth.
- Built a comprehensive sales enablement program, including the creation of sales and marketing collateral—supporting a 45% conversion rate of marketing-generated leads into sales opportunities.
- Expanded the digital marketing program to include outbound digital marketing, LinkedIn, trade publication advertising, and review sites—contributing to increases in brand awareness and quality lead volume.
- Developed a multi-touch global lead generation campaign to grow MQLs, Proof of Concepts, and new partners.

Director of Marketing

2015 to 2017

- Reported to the Chief Operating Officer: responsible for building next generation of marketing capabilities with a focus on creating a team and infrastructure capable of cost-efficient revenue growth to prepare the business for its next phase of growth.
- Led a comprehensive transformation of the firm's marketing capabilities with a focus on developing a modern and capable in-house marketing team while reducing the number of agencies—to improve outcomes and reduce costs.
 - Reduced dependence on agency relationships down to four: Domestic and International Public Relations, Website & Content Development, Branding, and Digital Marketing.
 - Right sized the team, then recruited specialized professionals to the in-house team focused on Marketing Communications, Content Marketing, Digital Marketing, and Marketing Operations.
 - Within 18 months, established a seven-member in-house marketing team—and earned executive approval for an annual marketing and OpEx budget of \$2M per year.

- Rebuilt the marketing technology stack, transitioning from Drupal to Kentico and from Eloqua to Marketo for marketing automation—integrating the new systems using Salesforce.
- Shifted from a traditional reactive sales support marketing approach to targeted demand generation through integrated Google and LinkedIn digital marketing campaigns, targeted digital display, and re-marketing.
- Led a complete overhaul of the business’s website, branding, and social media presence—with a focus on brand value communications, calls to action, localization (five languages), and integrated sales support.
- Achieved a 3x increase in website traffic over the course of three years with a 266% increase in Monthly Qualified Leads—resulting in sustained 25% year-over-year annual software license sales growth.
- Developed and refined a multi-channel, persona-based nurture program with comprehensive sales enablement materials and support documentation.
- Implemented a multi-touch, global lead generation campaign—resulting in a 4x increase in highly qualified enterprise client prospects.

Apptix—Herndon, VA

2008 to 2015

Provided hosted business communication and cloud services to mid-market and enterprise-sized organizations. Apptix’s hosted Exchange LoB was acquired by GoDaddy and the cloud services LoB sold to Fusion Connect in 2016.

Director of Product Marketing

- Reported to the Chief Marketing Officer with seven direct reports. Responsible for driving Corporate Strategy, Digital Marketing, Product Marketing, Content Marketing, Marketing Communications, Sales Enablement, Event Planning, Creative Direction, Web and Graphic Design, Public Relations, Investor Relations, and Training.
- After completing the integration of several strategic acquisitions, built Apptix’s marketing and go-to-market strategy to focus on mid-market and enterprise clients—enabling a 33% year-over year user base expansion.
 - As Google and Microsoft began competing in the hosted business communications services space, identified the opportunity to shift resources towards digital marketing and away from legacy marketing strategies.
- Drove the diversification of the product portfolio and revenue streams by supporting the launch of 25 new products and feature releases—resulting in a reduced reliance on hosted exchange revenues from 95% to 68%.
- Implemented a channel go-to-market strategy, partnering with major national brands such as Sprint, Network Solutions, Fujitsu America, and Web.com, and developed a white-label infrastructure upgrade strategy for smaller competitors that along with the other efforts grew Apptix’s base from 92K to 525K users.
- Established an award-winning training program for partners and customers, providing a key market differentiator.

TerreStar Networks—Reston, VA

2006 to 2008

A satellite and terrestrial telecommunications company; was acquired by Dish Network in 2010.

Director of External Affairs

- Reported to the Executive Vice President. Led External Affairs and Field Marketing with a focus on developing relationships with First Responder agencies, onboarding new accounts, and expanding market share.

Mobile 365—Herndon, VA

2002 to 2006

A mobile messaging and data services company that provided enterprise SMS and MMS messaging. [Acquired by Sybase \(now SAP\) in 2006](#) for \$425M—after growing from \$500K to \$100M in annual revenues in four years.

Vice President of Communications

2004 to 2006

- Reported to the Chief Executive Officer with a six-person global team. Responsible for leading Marketing and Communications across the U.S., EMEA, and APAC.
- Established Mobile 365’s marketing and corporate branding strategy—which positioned the company to win Google and Major League Baseball as clients—then built the firm’s marketing capabilities around that vision.
- Led the team to achieve 80% market share in North America within 14 months, while achieving 50-75% annual sales growth across the EMEA and APAC regions.
- Over the course of four years, enabled 200x revenue growth—a 19,900% increase—from \$500K to \$100M annually.
- Led Marketing team as Director of Corporate Marketing from 2002 until promotion to Vice President in 2004.

EARLY CAREER EXPERIENCE

WebMethods, Inc. , Fairfax, VA <i>Manager of Public Relations</i>	2001 to 2002
Roku Technologies , San Francisco, CA <i>Manager of Public Relations</i>	2000 to 2001
BSMG Worldwide , San Francisco, CA <i>Associate</i>	1999 to 2000
Office of Assemblyman George Runner , Lancaster, CA <i>District Director</i>	1996 to 1998
Lancaster Economic Development Corporation , Lancaster, CA <i>Deputy Executive Director</i>	1993 to 1996
Antelope Valley Building Industry Association , Lancaster, CA <i>Deputy Executive Director</i>	1991 to 1993

EDUCATION

BA, Bachelor of Art, History - University of California, Santa Barbara, CA

AWARDS & RECOGNITION

[Stevie Award from the American Business Awards - Marketing Campaign of the Year: Giving Back with Enact - 2021](#)

[AVA Award for Digital Marketing: Integrated Marketing Campaign from the AVA Digital Awards - 2021](#)

DC Live: Chief Marketing Officer Star - 2019

Association of National Advertisers B2 Award of Excellence: Digital Marketing, Search Advertising - 2018

ITSMA Diamond Award: Enabling Sales to Accelerate Growth – 2018

Gold Stevie Award: Marketing Campaign of the Year – 2018

[ITSMA Diamond Award: Marketing Excellence - 2017](#)

Gold Transform Magazine Award: Best Rebrand of a Digital Property - 2017

Gold Brandon Hall Award: Excellence in Learning - 2013

AREAS OF EXPERTISE & TECHNOLOGY PROFILE

VP of Marketing | Marketing Executive | Marketing And Sales Executive | SaaS Analytics | Artificial Intelligence | AI | B2B Marketing | Technology Industry | Go-To-Market Strategy | Data-Driven Decision Making | CRM | Analytics Tools | Digital Marketing | Demand Generation | Lead Generation | Account Based Marketing | ABM | Content Marketing | Product Marketing | Sales Enablement | Market Trends | Brand Development | Cross-Functional Teams | Marketing Budget | ROI | Industry Influencers | Thought Leaders | Media Outlets | Customer Acquisition | Marketing Automation | Marketo | 6sense | Salesforce | Sales Enablement | Marketing Management | Digital Content Creation | External Marketing Resources | Strategic Marketing | Sales Strategy | Sales Pipeline | Account Management | Business Development | AI Marketing | Competitive Analysis | Trend Analysis | Organic Social | Paid Social | Email Marketing | SEO | SEM | Multi-Channel Marketing | Integrated Marketing Campaigns | Marketing Performance Metrics | Sales Presentations | Marketing Innovation | Thought Leadership | Communications Strategy | Target Audience | Creative Development | Collaboration | SaaS Experience | GPT | Transformer | GPT4 | ChatGPT | Natural Language Processing | NLP | Machine Learning | Deep Learning | Neural Networks | AI Applications | AI Strategy | AI-Driven Marketing | AI Market Trends | AI Products | Tech Marketing Leadership | Growth Strategy | Leadership | Market Expansion