

MARC BINKLEY, MBA

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Calgary, AB

CAREER OBJECTIVE AND SUMMARY

With 25+ years of experience, Marc is an innovative leader with a proven track record of leading sales and marketing teams to deliver exceptional financial results in B2B and B2C go-to-market executions. He excels in turning market research and competitive intelligence into actionable insights for or data-led decision-making. Skilled in presenting complex ideas simply, he facilitates communication between stakeholders to ensure a clarity of direction and understanding of strategic options. With expertise gained in leading the daily activities and optimizing over \$100M in marketing budgets, Marc uses sound strategic planning to position brands and increase awareness, win more new business and accelerate pipeline, enhance the buyer experience and improve customer retention. Marc's extraordinary global business acumen including P&L accountability, product & pricing strategy, agile project management, and team building make him a valuable asset as sales and marketing leader.

WORK EXPERIENCE

VistaVu Solutions – SaaS & iPaaS

Apr 2022 – Apr 2023

Director of Marketing

- Achieved exceptional results in 2022 with a 280% increase in Marketing Qualified Leads (MQLs), a 77% boost in Sales Qualified Leads (SQLs), a 70% growth in new revenue (\$1M) attributed to marketing sources and surpassed the \$14.7M annual recurring revenue (ARR) target.
- Demonstrated ability to develop & deliver presentations to gain cross-functional executive approval for the annual marketing plan which involved revenue and budget forecasts.
- Supported strategic business objectives through execution of market research (competitors intelligence), brand guidelines & development, win/loss program for customer intelligence, market segmentation, targeting & positioning projects, pricing strategy, KPI setting, tradeshow and digital media advertising campaigns (Google Analytics, paid social & Google Ads, SEO, PPC, HubSpot CRM)
- Accountable for improving marketing sourced revenue through increasing brand awareness campaigns (demand generation), customer acquisition (lead generation) and, customer retention (ARR).
- Enhanced and improved the sales pipeline with new technology (predictive lead scoring, CRM automation, buyer intent signals), tools (sales enablement playbooks) and SDR training.
- Spearheaded "The Vu", a highly successful thought-leadership and demand generation video content marketing series targeted to VistaVu's ideal customer profiles.
- Led the product-level brand guidelines, marketing strategy and Go-To-Market commercialization plans for Resolv, VistaVu's proprietary SaaS product, including product-market fit assessment, pricing strategies, competitor research, and global marketing campaign.
- Supported the onboarding and rebranding of new mergers & acquisitions.
- Designed the organizational structure and expanded the diversity, skills and capabilities of the marketing team to support future growth.

The Sleeping Barber – Business and Marketing Podcast

Jan 2022 – Present

Host & Content Producer

- Conduct market research to find uncover the target audience needs and serve this audience by developing thought leadership materials through partnerships with the worlds leading brand managers, business executives and strategists including Roger L. Martin, Hermann Simon and Jenni Romaniuk.

Calgary Marketing Association (CMA) – Non-Profit **Chair of the Board** (May 2020 – May 2022) **Board Director** (May 2019 – May 2020)

May 2019 - May 2022

- Provide strategic and financial governance to the CMA President and board directors while actively shaping the education of Calgary's marketing community through published articles, industry expert panels, keynote presentations and training material.

Anstice – Marketing Agency

Jun 2018 – Apr 2022

VP Marketing & Digital Strategy (Jan 2021 – Apr 2022)

Managing Director and Director of Digital Strategy (Jun 2018 – Dec 2020)

- As the Managing Director of the company, Marc led strategic operations, including financial reporting, business development, defining KPIs, employee communications, training and performance, CRM, and process improvement while overseeing 80% of the agency's key accounts.
- Revitalized Anstice's brand identity, value proposition, and services, transforming the agency into a full-service strategic marketing agency.
- Achieved 79% revenue growth in 3 years (\$1.5 – \$2.7M).
- Coached, trained and led a diverse team of over 20 professionals to deliver services against new revenue streams in voice of the customer (VoC) and market research, strategy development, brand management, media buying, and project management.
- Energetically drove business development, customer service and the overall customer experience by securing high-value, long-term clients across various sectors including B2B Product-Led Marketing, B2B SaaS, Utilities, B2C Homebuilder, B2C Transportation.
- For the B2B SaaS client, managed global campaigns that achieved a remarkable 288% YoY revenue growth for the and 3.8x increase in MQLs, a 5x uplift in website conversion rate.

FGL Sports – B2C Retail

Jan 2014 – Jun 2018

Sr. Manager Marketing Strategy, Analytics and Paid Search (May 2017 – Jun 2018)

Manager Social Media Marketing (Jan 2014 – May 2017)

- Developed and executed a comprehensive brand, partner, and performance marketing strategy, overseeing a team of 15 internal staff, agency partners, and media partners across various channels.
- Optimized a paid search (Google Ads, PPC, high performance) budget of over \$8.5M and a \$10M social media budget achieving an exceptional brand awareness and a 5x return on ad spend (ROAS).
- Implemented a sophisticated RFM CRM segmentation strategy, resulting in a notable 41% increase in email marketing revenue on a database of 1 million contacts.
- Managed 24/7 social care program providing 24-hour response times and 72-hour resolutions.
- Successfully led a ground-breaking global pilot with Facebook to track the impact of online ads on in-store foot traffic and sales, collaborating with store operations and IT departments.

- Transformed the traditional print flyer ad program into a digital and social media advertising initiative, driving an average YOY sales lift of 11% for same-store locations.
- Winner of 7th best brand awareness campaign in the world for the Rio2016 Olympics.

**Sleeping Barber - Brand Agency
Entrepreneur & Founder**

2012 – 2014

- Identified the need for and conceptualized the business model of this innovative brand agency.
- Led the new product development, business development, client relationship management, team leadership, strategic consulting, brand positioning, and media buying.

**Mount Royal University – Education
Instructor & Course Developer**

2011 – 2014

- Pioneered the development of Alberta's inaugural social media for business certification program, empowering professionals with skills in social selling, SEO, personal branding, customer insights, marketing analytics, and inbound lead generation.
- Empowered professionals with the knowledge and skills to leverage social media platforms effectively for business growth, driving measurable results in terms of increased sales, enhanced online visibility, and improved customer engagement.

**Rogers Media Inc. – B2B Sales
Account Executive**

2005 – 2012

- Sales prospecting, lead generation, new business development and customer retention
- Grew revenue of Radio, TV, and Web sales by 203%.
- 2x winner of the national new business award.

**Novartis Pharmaceuticals – B2B Sales
Specialty & GP Pharmaceutical Sales Representative**

1998 – 2005

- Led business development, forged strategic partnership, developed key opinion leaders & presentations, manage customer relationships and supervised the territory sales coverage models.
- 3x winner of top national sales performer.

EDUCATION AND PROFESSIONAL DEVELOPMENT

University of Fredericton: EMBA Innovation Leadership Specialization	2023
Marketing Week: Mark Ritson's Mini MBA in Marketing	2020
Scott Galloway: Certified Brand Strategist	2021
University of Virginia: Digital Transformation	2020
PwC: Data-Driven Decision Making	2017
University of Guelph: Honors Biological Science	1997