

ELIZABETH SHEPPARD

800.991.5187 • info@greatresumesfast.com • Jacksonville, FL • linkedin.com/in/jessicaholbrook

VP OF MARKETING

ACQUISITION POSITIONING | MARKETING OPERATIONS TRANSFORMATION | GLOBAL TEAM LEADERSHIP

Visionary B2B SaaS marketing executive with career hallmarked by success engineering triple-digit ARR expansions, orchestrating multimillion-dollar funding rounds, and positioning challengers as market leaders across North America, Europe, and ANZ. Fuses creative storytelling with AI-driven demand generation to scale teams from scrappy startups to high-performing engines. Respected for founding the first cloud-based eDiscovery SaaS at CaseCentral, driving 18% revenue surge at Recommind, and growing Patra's ARR from \$56M to \$120M.

Inspiring leader who cultivates collaborative cultures where data-driven innovation thrives, leveraging MEDDPIC, automation platforms, and strategic partner ecosystems to secure 45%+ marketing-sourced pipeline and generate \$30M+ in deals annually. Trusted by boards and C-suite stakeholders to translate bold strategic visions into executable go-to-market motions, ultimately delivering three successful exits, a \$147M recapitalization, and enduring brand leadership.

Core Competencies

Strategic Planning • Market Analysis • Product Launch Management • Market Segmentation • Brand Development & Refresh • Digital Marketing (SEO/SEM/Social) • CRM Optimization & Marketing Automation • Integrated Campaign

PROFESSIONAL EXPERIENCE

PATRA (INSURTECH FINANCIAL SERVICES) | 2019 – Present

VICE PRESIDENT OF MARKETING & INSIDE SALES

Engineered a full-funnel marketing and inside-sales engine to elevate Patra from an under-resourced InsurTech contender into a market-leading force. Brought on by the Chief Revenue Officer to build strategy and team from the ground up, designed a cohesive tech stack and data-driven frameworks to target ideal audiences. Partnered with sales and executive leadership to establish messaging hierarchies, ABM plays, and high-touch event programs that aligned tightly with growth objectives. Directed budgeting, headcount planning, and channel prioritization to maximize ROI on exceptionally lean marketing spend while nurturing a high-performance culture. Scaled team from two to ten while adhering to strict EBITDA targets.

- **Fed sales team steady flow of qualified opportunities with 45% of pipeline stemming from marketing channels** after creating annual demand-generation blueprint combining paid search, paid social, ABM campaigns, and high-impact events.
- **Harnessed the power of technology to create AI-powered personalization workflows** and integrate MEDDPIC and modern sales-enablement platforms.
- **Drove ARR from \$56M to \$120M** and catalyzed \$147M growth-capital investment through relentless focus on full-funnel lead-to-opportunity alignment.
- **Generated \$30M+ in marketing-sourced pipeline** across PPC/SEO, paid social, 45 targeted events, social placements, and ABM-driven campaigns.
- **Secured \$1.8M in partner co-marketing bookings** across seven strategic alliances.

CLOUD LENDING (GLOBAL FINTECH SOLUTIONS) | 2016 - 2019

VICE PRESIDENT OF MARKETING & INSIDE SALES

Constructed global go-to-market engine that transformed single-person marketing function into multi-country powerhouse, positioning SaaS lending platform for successful bolt-on acquisition by Q2. Assembled and led global team across North America, EU/UK, ANZ, and APAC to deploy unified branding, digital demand-gen, and event programs while amassing vast partner ecosystems with Salesforce and Fujitsu. Devised data-driven workflows and AI-powered outreach to scale lead engagement and hand off qualified opportunities to sales reps. Partnered with board and Q2's executive leadership to communicate strategy, demonstrate ROI, and ensure a seamless one-year post-acquisition transition.

- **Propelled ARR pipeline from \$2.7M to \$26M in <3 years**, eclipsing SaaS revenue targets 148% and sustaining 109% of following year's pipeline plan.
- **Orchestrated 20+ global events**. Secured executive speaker slots and generated \$1M in net-new pipeline.
- **Launched 'Partner Program' from scratch** with Salesforce ISV and Fujitsu, swelling channel-sourced ARR from 4% to 15% within 12 months.
- **Accelerated marketing capabilities and** spiked outbound email volume from ~14K to over 70K per quarter with 0% spam rate by deploying AI-driven sales-enablement automation.
- **Scaled SDR team across 4 regions**, doubling MQL-to-Opportunity conversion from 5.6% to 10.2% and raising daily call volumes from 60 to 300.

KAYBUS (SALES ENABLEMENT PLATFORM) | 2015 – 2016

VICE PRESIDENT OF MARKETING

Rescued and rejuvenated nascent knowledge-management startup by architecting unified marketing and product strategy that course-corrected a derailed growth trajectory. Enabled strategic acquisition, overcoming substantial roadblocks to meet stakeholder goals of acquisition. Built company's first full-funnel go-to-market engine, aligning messaging, customer journeys, and product roadmaps to accelerate lead generation and deepen enterprise engagement. Collaborated with CTO and board to refine value propositions, secure core clients, and crystallize platform's differentiators. Guided cross-functional teams through transition planning and integration readiness, safeguarding technology value and investor capital.

- **Created end-to-end marketing and product frameworks** that transformed lone marketer into cohesive revenue engine.
- **Forged and expanded relationships with 12+ enterprise clients**, creating stable revenue base that attracted acquisition interest.
- **Developed brand, messaging, and customer-nurture assets** that preserved core technology value and differentiated company for successful bolt-on deal.
- **Partnered with Prism's leadership** to communicate strategic vision, demonstrate ROI, and ensure smooth integration.

EARLY CAREER

Recommind | Senior Marketing & Product Manager | 2012–2015

- Identified and closed product gaps by acquiring and embedding ClickSense visualization technology, driving measurable sales uplifts and cementing those capabilities in successive parent platforms.
- Spearheaded OEM launch of OpenText IGC and enterprise BI rollout via Qlik Sense—negotiating vendor agreements, slashing partner costs, and boosting top-line revenue by 18%.

CaseCentral | Director of Marketing & Product Management

- Led \$2.55M lean-startup initiative to deliver industry's first cloud-based SaaS eDiscovery platform.
- Produced 2X ARR (\$17M) and positioned company for acquisition by Guidance Software.
- Introduced Early Case Assessment and Symantec Enterprise Vault Connector, expanding product offerings and accelerating market presence.

Financial Engines & Wells Fargo Bank | Product Manager:

- Orchestrated go-to-market strategies for wealth-management platforms, refining customer segmentation and elevating adoption metrics.

Merrill Lynch & Barclays Global Investors | Senior Product Manager

- Managed full product lifecycles and cross-functional teams, laying foundations that later informed Six Sigma-driven marketing efficiencies.

EDUCATION & CERTIFICATIONS

Bachelor of Arts in Sociology | University of South Florida

Six Sigma Green Belt | University of South Florida

Software Expertise: *HubSpot, Salesforce, Adobe Marketo, Ceros, ZoomInfo, Conversica, Outreach.io, Jasper.AI, HighSpot, Gong, Tableau*