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Marketing and Go-to-Market Executive · Demand Generation · Sales Development · AI-Enabled Marketing Operations · EdTech and B2B

Executive Summary

Marketing executive who has led education-technology marketing through two acquisitions, reported to the CEO and President, owned budgets up to \$1M and built teams of up to 12. I turn struggling marketing functions into full-funnel revenue engines: multichannel demand generation, sales development, lifecycle programs for new, growth and retention revenue, and the CRM and lead-management systems behind them. Today I run my own company on an AI-agent operating model I designed, so I bring hands-on experience modernizing marketing operations with AI and human approval built in. I lead with vision and humility, and I measure my success by the growth of the people around me.

Selected Results

- **\$53M+ revenue segment:** led Higher Ed and K-12 go-to-market marketing at CompTIA, with 10% growth in 2023 and 15% in 2024.
- **K-12 growth from about \$3M to \$12M:** led the marketing transformation behind TestOut's K-12 market growth, then grew the company to \$30M and through its acquisition by CompTIA.
- **3,295 MQLs in 2024, outbound leads up 163%:** directed Higher Ed lead generation; MQLs up 54% overall at CompTIA.
- **Launches:** Tech+ launch generated 728 leads, the top campaign of 2024; 20-product international launch in 6 weeks delivered \$250K in Q4 revenue.
- **People:** built teams of up to 12; four people I hired or mentored were promoted to Senior Marketing Director, Senior Product Marketing Manager, Senior Marketing Manager and Marketing Operations Manager.

Experience

AbilityArc, Orem, UT — Founder · Jan 2025 to present

Bootstrapped company that adds durable-skills (employability) courses to college and technical-school IT programs.

- Built and launched two online courses and an AI conversation simulator; first customers include a Utah technical college, which bought twice and runs the course program-wide.
- **AI operating model:** designed and run a 37-role AI-agent organization in Claude Code covering research, sales, marketing, curriculum and operations (~50 scheduled routines), with human approval before anything goes out; cut automation runs about 85% after a cost analysis.
- **AI-run pipeline:** built a research agent that has profiled 4,941 institutions nationally and loads qualified, verified contacts into the CRM; an AI inbox agent triages prospect replies and drafts responses for one-tap approval.
- **AI product quality:** directed the build of a voice and chat simulation engine with rubric-based AI grading (32 live simulations); a prompt fix cut character breaks from 6 to 0 in automated testing.
- Onboarded two commission sales reps in about a week each, each with their own AI workspace and selling guide.

CompTIA (acquired TestOut), Lehi, UT — Senior Director of Marketing · 2023 to 2025

Reported to the CMO and to a Senior Vice President reporting to the Chief Revenue Officer; partnered closely with the CRO. Led a team of 5 and a marketing budget of about \$1M for the Higher Ed and K-12 segments.

- Led full-funnel go-to-market marketing behind \$53M+ in revenue, with 10% growth in 2023 and 15% in 2024.
- Directed Higher Ed lead generation that produced 3,295 MQLs in 2024, with outbound leads up 163% and inbound up 12% over 2023; increased MQLs 54% overall.
- Led inbound and outbound strategy for the Tech+ certification launch (new-logo, growth and retention programs), producing 728 leads, the top campaign of 2024.
- Led the cross-department international launch of 20 products in 6 weeks, delivering \$250K in Q4 revenue.
- Co-developed the 2025 Higher Ed and K-12 go-to-market strategy with the VP of Sales, including tiered coverage of about 2,500 accounts and 25 strategic targets.

- Designed the academic CRM structure for 100k+ records (data-provider selection, segmentation, lead scoring, routing and workflows) with the business-systems team.
- Ran a federal-funding webinar series averaging 400+ registrants per webinar, with lead capture and nurture built in.
- Built a tiered trade-show system with a request queue that increased high school segment trade-show leads 30%.

TestOut Corporation (acquired by CompTIA), Pleasant Grove, UT · 2013 to 2023

Director of Marketing · 2019 to 2023 (promoted from Director of Academic Marketing as the role expanded to include the creative team) · Reported to the CEO and the President

- Selected to succeed a 30-year marketing executive and lead a team with struggling numbers; earned the trust of long-tenured team members, then grew the team to 12 across campaigns, marketing operations, product marketing, creative, content and web.
- Led a digital B2B marketing transformation: multichannel, full-lifecycle programs from inbound to direct mail, and a new-growth-retention process that gave sales a consistent flow of leads.
- Led the marketing behind the K-12 market's growth from about \$3M to \$12M in revenue and the company's growth to \$30M and acquisition by CompTIA.
- Increased MQLs 32% through a new homepage and 20 product pages, lead-routing workflows, launch plans, outbound email and conversion-rate optimization; managed a budget of about \$500K.
- Built a creative sprint and request-queue system for 3 designers that cut late projects and sales complaints to near zero.

First-year foundations · 2019 to 2020

- Built the academic marketing team (3 campaign managers, 2 researchers) and introduced the company's first webinars, launch plans and lead funnels; grew the educator conference's attendance 80% year over year.

Sales Development Manager · 2017 to 2019

- Built the inbound and outbound lead-to-opportunity system and pipeline stages (contact to lead to MQL to SQL to opportunity); hired and trained 3 SDRs; generated 48 qualified opportunities for the flagship product.

Earlier roles · 2013 to 2017

- **Certification Business Development Manager:** secured 5 state education board and 10 college credit approvals; led the cross-department committee that built the 6-year Skills Guarantee program.
- **Corporate and Technical Recruiter:** filled 37 technical and executive roles with 87% retention; built the structured interview rubric every hiring manager used for nearly 10 years.
- **Assistant to the CEO:** supported business strategy research and HR programs.

Education

- **MBA, Marketing,** Utah Valley University, 2020
- **BS, Communication** (minors in Business and English), Brigham Young University-Idaho, 2010

Skills and Tools

- **Go-to-market:** demand generation, ABM and outbound, sales development, product launches, lifecycle and retention marketing, events and webinars, pricing and positioning, budget ownership
- **Marketing operations:** HubSpot, Microsoft Dynamics CRM, lead scoring and routing, segmentation, Optimizely, Webflow, Qualtrics, Smartsheet, Asana
- **AI:** Claude Code (agent design, scheduled automations, guardrails), Gemini, ChatGPT, NotebookLM