

GARY ZIMMERMAN

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PROVEN LEADER WITH GLOBAL EXPERIENCE

An experienced executive known for helping companies deliver new offers, expand markets, and drive revenue growth. Core strengths in innovation, marketing, business development, product management, and leadership.

KEY QUALIFICATIONS

- Enterprise innovation
- Revenue driven marketing
- New product development
- Competitive analysis
- Market research and segmentation
- Brand positioning and messaging
- Digital marketing and inbound marketing
- Content marketing and SEO
- Marketing automation and analytics
- Customer journey mapping
- Agency management
- Analyst relations
- Public relations
- Customer advisory boards, councils
- Event production, marketing
- Sales enablement
- Deal support
- Customer success management
- Team leadership and mentoring

PROFESSIONAL EXPERIENCE

GROWTH HACKER LLC, Owner & CEO, 2015 - Present

- Consulting firm focused on helping technology companies achieve their growth objectives through strategic marketing.

- Served as CMO for Respect Network, leading marketing initiatives that supported a successful exit and acquisition.
- Currently CMO for TechVision Research, driving \$1M+ in revenue through content, research, and client consulting.

NEUSTAR, Head of Marketing for Communications Segment, 2009 - 2015

- Built high-performance marketing team that delivered \$55M in created opportunities and \$48M in influenced revenue.
- Managed \$2.3M budget across PR, demand generation, brand awareness, sales enablement, and product marketing.

AVOTUS, VP of Solutions & Marketing, 2004 - 2009

- Pivoted company's value proposition and offers based on business process outsourcing, driving 50%+ of \$30M revenue.
- Installed consultative selling model and closed largest deals in company history.

FORMITY SYSTEMS, VP of Marketing & Business Development, 2002 - 2004

- From zero to over 150 leads, \$7M sales funnel, and \$2M+ in closed deals to support successful acquisition by Avotus.

INFONET SERVICES, Director of Provider Services Marketing, 2001 - 2002

- Grew wholesale channel to over \$100M in annual revenue through negotiated contracts and sales support.

EDUCATION

Bachelor of Science in Management, Nova Southeastern University 1991