

## Gary Zimmerman

St Johns, FL •  [gary@growthhackerllc.com](mailto:gary@growthhackerllc.com) •  +1.908.391.7930 •  [www.ghllc.us](http://www.ghllc.us)

---

### PROVEN LEADER • GLOBAL EXPERIENCE

An experienced executive with a proven track record of launching start-ups, building marketing capabilities from the ground up, and driving significant growth. Accomplishments include founding four companies, developing over twenty products, and creating high-performance marketing organizations that generate millions in sales.

Steeped in technology - having driven marketing, business development, product management, large-scale software development, and operational efforts in several global enterprises.

Accomplished at negotiating and collaborating with leading information and communications technology companies in the US, Europe, and Asia.

### PRODUCT/MARKETING SKILLS

Start-up Marketing | Building Marketing Capabilities | Sales Enablement | Revenue Driven Marketing | Customer Insight | Competitive Insight | Business Development | Storytelling | Agency Management | Lean Marketing | Data Driven Decision Making | Marketing Technology | Inbound Marketing | Event Marketing | Customer Journey Mapping | Content Marketing | Content Management Systems (CMS) | Customer Relationship Management Systems (CRM) | Persona Development | Lead Nurturing | Digital Marketing | Analyst Relations | Public Relations Agency Management | Customer Executive Forums and Advisory Councils

---

### PROFESSIONAL EXPERIENCE

#### OWNER & CEO • GROWTH HACKER LLC

2015 to Present • St Johns, FL

- Founded and led a boutique marketing consulting firm specializing in start-ups, helping technology companies achieve growth objectives through innovative marketing strategies.
- As CMO for the Respect Network, led all aspects of marketing, business development, funding, and product development, culminating in a successful multimillion-dollar acquisition in 2017.
- Serving as CMO and Principal Consulting Analyst for TechVision Research, driving over \$1 million in annual revenue through comprehensive marketing, content and event development, digital outreach, and client consulting.
  - Developed lean startup business and marketing strategy, crafted messaging frameworks and brand positioning, and delivered investor presentations to secure funding and market traction. Created the marketing and product infrastructure to support a research subscription and project consulting business model.
  - As a consultant, created engaging digital presences and digital marketing strategies for several vendors in the Digital Identity and Cybersecurity space. As an analyst, published strategic research reports on cutting-edge topics such as Decentralized Identity, Blockchain, Web3, AI, and enterprise innovation.

#### HEAD OF MARKETING FOR THE COMMUNICATIONS SEGMENT • NEUSTAR

2009 – 2015 • Sterling, VA

- Established and led a high-performance marketing organization from scratch, driving double-digit business growth and significantly raising market awareness.
- Achieved \$55 million in marketing-created opportunities, \$48 million in marketing-influenced opportunities, and \$21 million in sales annually.
- Defined and executed comprehensive marketing strategies, managed a \$2.3 million budget, and oversaw PR, demand generation, sales enablement, digital marketing, marketing automation, brand awareness, customer and analyst engagement, and product marketing.

#### VICE PRESIDENT SOLUTIONS & MARKETING • AVOTUS

2004 – 2009 • Mississauga, ON, CA

- Led the transformation of Avotus by redesigning the delivery model, value proposition, and offers, resulting in new business process outsourcing solutions that accounted for over 95% of closed deals and more than half of the company's \$30 million in revenues.
- Implemented consultative selling to penetrate large enterprises, evolving customer engagement to a trusted advisor relationship and securing the four largest deals in company history.

- Oversaw sales enablement, customer relationship management, transition success management, and both traditional and digital marketing for the product portfolio.

**VICE PRESIDENT MARKETING & BUSINESS DEVELOPMENT • FORMITY SYSTEMS**

2002 – 2004 • Murray Hill, NJ

- From a standing start, built a direct sales staff, developed sales channels, gathered over 150 qualified leads, created a sales funnel worth \$7 million in sales, and closed customer deals worth over \$2 million.
- Supported the successful exit through \$ multimillion private placement with Avotus.
- Duties included recruiting sales distributors, resellers, and consulting firms as sales channels, developing strategic pricing for all products and offers, and defining sales collateral including web-site, brochures, whitepapers, presentations, and competitive assessments.

**DIRECTOR PROVIDER SERVICES MARKETING • INFONET SERVICES (now part of BT Global)**

2001 – 2002 • Clark, NJ

- Established a new marketing function from the ground up to attract wholesale customers for global data and IP networking services, supporting contracts worth over \$100 million annually.
- Negotiated channel pricing, discount structures, and contractual terms, managed profit margins, developed competitive service level agreements, and generated prospect lists for the global business development team.

**DIRECTOR SERVICE DEVELOPMENT • VECTANT (part of Marubeni)**

2000 – 2001 • New York, NY; Tokyo, Japan

- Developed and implemented a pioneering SaaS product strategy in Japan, securing board approval and achieving first-year revenues of \$9 million with margins exceeding targets.
- Managed product development, pricing, software distribution agreements, and sales enablement, building the service from the ground up.

**DIRECTOR SALES OPERATIONS • AT&T / CONCERT**

1999 – 2000 • Bridgewater, NJ

- Created sales support and enablement programs that delivered \$1 billion in annual sales revenues.
- Developed and executed programs to migrate 800 customers and 7,000 data services to the Concert network.
- Duties included implementing enabling technologies for a national salesforce, coordinating training delivery to AT&T personnel, and championing scores of AT&T escalation requests within Concert to assure competitive pricing and service delivery for critical sales efforts.

**Other experiences within AT&T**

- Guided AT&T, KDD (Japan), Unisource (Europe), Singapore Telecom, and eighteen member carriers in building a global business from the ground up which served over 1,100 global multinational business customers in thirty-five countries and generated \$1.5 billion in contracted revenue.
- Managed operational support of a nationally deployed billing system supporting all equipment and telecommunications services for millions of business customers.
- Led a staff of 34 technical professionals and unionized employees in data base design and administration, LAN and desktop support, and “24/7” on-call support of production billing operations.
- Deployed information system development standards and a total quality management (TQM) process across a 400-person development organization. Increased automatic software generation and code reuse to over 30% of installed base and reduced software defects by over 50%.
- Designed and implemented application software that supported ordering, pricing, customer maintenance, and inventory management for over 400,000 business customers.

---

**EDUCATION**

**NOVA SOUTHEASTERN UNIVERSITY • Huizenga College of Business and Entrepreneurship**  
BS Management