

# Mike Phillippi

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## Professional Profile

I am a highly skilled marketer with a diverse range of experiences across multiple fields of marketing. I also have a proven track record of success in both product and channel marketing, handling key responsibilities across dynamic and fast-paced environments. I have a deep understanding of, and extensive experience in, technical marketing, including working closely with both product and development teams. Additionally, my previous sales experience gives me a rare perspective and ability to generate effective marketing initiatives for driving business. My experience and well-rounded background make me an ideal candidate for roles that require a leader with the right blend of strategic planning, tactical execution, thought leadership, and creative thinking. I am currently looking for my next big challenge as well as an opportunity to continue my growth and experience as a team manager.

## Notable Accomplishments & Data Points

- Major contributor at **3** successful start-ups.
- Founding member and a major influencer in building out **2** high-performing marketing teams.
- Successfully ideated, built and took Simplify Commerce (a MasterCard Labs project) to market in **3** countries.
- Created and executed effective go-to-market strategies for **50+** version, product, feature, and functionality releases across **3** organizations.
- Successfully implemented pricing strategies and value messaging at Stitch Labs resulting in a **30%** increase in **ACV**.
- Responsible for implementing effective sales enablement and training for teams in excess of **200** account executives.
- Built effective partner marketing channels at **2** organizations gathering and nurturing **400+** lead-generating partners.
- Oversaw and played a key role in the building or overhauling of **4** websites, driving better value messaging, conversion, and lead generation.
- Successfully built **2** profitable businesses from the ground up.
- **2013 Red "Bull"** of the month for vastly exceeding monthly KPIs, along with being a regular top performer.

## Experience Summary

- **Product Marketing (4+ years):** Experienced in building successful product marketing strategies including; go-to-market, GAP analysis, market research, positioning, project management, messaging, stakeholder communications, sales training, sales enablement, positioning, pricing strategies, and more.
- **Channel and Partner Marketing Strategy (10+ Years):** Successful track record building comprehensive marketing strategies targeting new and existing markets with creativity, brand strategy, engagement, and nurturing campaigns to drive revenue and growth.
- **Sales (6+ years):** Successful sales experience performing as a top producer in a multitude of B2B and B2C environments including Key Account Relationship Management.

- **Event and Field Marketing (10+ years):** Deep experience with large-scale event planning, including; ideation, projections, financials, media planning, branding, on-premise execution, and event recap and assessment.

## Skills Summary

Technical Product Marketing | Go-to-Market Strategy | Pricing | Sales Enablement | Team Leadership | Sales Training | Agile Methodologies | Developer Marketing | Technical Copywriting | API Marketing | Marketing Project/Program Management | Executive Communication | Product Management | SaaS Marketing | Market Research | Market Sizing | Positioning | Key Account Management | Sales

## Software

Jira | Confluence | Asana | Basecamp | Trello | Slack | Google Analytics | Wordpress | Mode | Outreach | Salesforce | Pardot | Adobe Design Studio | Visio | | Google Office | Microsoft Office | Many More

## Professional Experience

### **Director of Product Marketing** (June 2017-Present)

*Stitch Labs* (SaaS - Retail Operations Software)

### **Product & Channel Marketing Manager** (June 2015-June 2017)

*Clearent Payments* (FinTech / Payments)

### **Marketing Program Manager – Product Marketing** (April 2014-June 2015)

*Simplify Commerce, MasterCard Labs* (Emerging Payments R&D)

### **ASM & Marketing Logistics / Events** (April 2013-April 2014)

*Red Bull Distribution Company* (Retail Beverage Industry)

### **Director of Marketing** (January 2012-January 2013)

*CBS Radio- St. Louis, KMOX 1120, Y98, Fresh 102.5* (Broadcast /Radio)

### **Director of Strategic Marketing / Social Media Manager** (May 2009-February 2012)

*PULSE Media Strategies* (Digital Marketing and Consulting Firm)

**Note:** For full details of my employment history, please visit my LinkedIn profile.

## Education

### **MBA - Marketing**, 2011

LINDENWOOD UNIVERSITY – Saint Charles, Mo.

### **Bachelor of Arts - Psychology / Business**, 2004

UNIVERSITY OF MISSOURI – Columbia, Mo