

# Hussam AlMukhtar

(813) 220-3575 | [connect@hussam.digital](mailto:connect@hussam.digital) | [www.hussam.digital](http://www.hussam.digital)

## Performance and Revenue Marketing Leader

Building high-impact teams and executing revenue-driven campaigns

### Professional Summary

- An engineer turned into a marketer. A unique combination of skills and experience that helped me become a data-driven B2B marketing executive.
- Passionate about building effective ABM, growth, and demand gen strategies and programs.
- Track record of consistently exceeding quarterly KPI metrics and ROI goals.
- Experience building marketing teams that exceed their goals and have fun in the process.

### Experience

#### **Senior Director, Strategic Marketing and Customer Expansion**

[ZoomInfo](#) | Feb 2020 - Oct 2023

- Established the first Account-based Marketing practice for customer expansion at ZoomInfo, targeting Enterprise Customer accounts:
  - In collaboration with my sales counterparts, grew the book of enterprise business from 40 accounts with an Average Contract Value (ACV) of \$130K in 2020, to more than 800 accounts with an ACV of \$480K in 2023, and maintaining an average of 110% quarterly net retention rate.
- Built and led a team of ABM managers to execute on pipeline generation, and pipeline acceleration programs. The team was responsible for:
  - Building monthly and quarterly marketing plans.
  - Aligning with sales leaders to set monthly and quarterly pipeline goals.
  - Executing 1:few and 1:1 marketing campaigns using paid media (display and social), direct mail, sales development, email, small virtual events, and content syndication channels.
- Built and led a new Integrated Marketing team to accommodate for the new multi-product suite Go-to-Market strategy. The team is responsible for:
  - Developing campaign strategies for each product suite using SEO, SEM, paid media (display and social), email marketing, direct mail, content syndication, webinars, and events channels.
  - Producing a quarterly campaigns calendar.
  - Collaborating with the product marketing team to define and operationalize a messaging matrix.
  - Forecasting, measuring, analyzing and reporting on the impact of demand creation activities on pipeline and revenue.
- Built and scaled a Value Realization program through a trial offer of ZoomInfo's flagship product. This program alone, dubbed as the "Auto Trial":
  - Scaled from an internal on-demand tool, to a public-facing website offer with sophisticated logic and whitelisting mechanisms.
  - Was used across all market segments, but was more deliberately utilized for the Enterprise segment for upsell pipeline generation, existing customer adoption, and new business groundswell campaigns.
  - Generated over \$336M in pipeline since October 2020.
  - Is attributed for more than \$68M in seat expansion and renewal ARR alone.
- Led all marketing campaigns and conversion optimization programs for Neverbounce and Datanyze, two standalone ZoomInfo brands with Product-led Growth (PLG) offers:
  - Neverbounce grew 23% YoY in total credit card transactions, and more than 50% in Average Order Value (AOV).
  - Datanyze grew by 18% YoY in total active users.

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- Collaborated on team integration efforts during five different company acquisitions.
- Resident Subject Matter Expert and Evangelist of Account-based Marketing, and Sales and Marketing Alignment best practices, producing content, participating in media and analyst interviews, as well as presenting at *Forrester's* B2B Summits, *Demand Gen Report's* B2B Marketing Exchange, and other industry conferences.

## **Interim Partner Marketing leader (Jan 2022 - Oct 2022):**

- Hired a team of three Partner Marketing managers.
- Launched an Affiliate and Referral Marketing programs.
- Launched four major partnership programs with Google Cloud Platform, Amazon Web Services, Snowflake, and G2.
- Led efforts to produce the first partner-centered content, including guidebooks, branding packages, promotional assets, and data sheets.
- Collaborated with my sales and operations counterparts to implement Impartner and Partnerstack to scale up our efforts.

## **Senior Account Based Marketing Manager - Enterprise**

[RingCentral](#) | Apr 2019 - Feb 2020

- Designed and implemented an Account-Based Marketing framework.
- Audited and implemented an account-based tech stack in an eCommerce-first environment.
- Implemented a Multi-Touch attribution model to replace a Last Click methodology.
- Advised on Sales Development best practices, workflow, plays and reporting.
- Managed a \$4M annual budget.
- Designed and executed demand generation campaigns targeting Strategic (Fortune 500) and Enterprise (1000+ Employees) accounts:
  - \$178M in pipeline generated in my segments (22% increase YoY).
  - \$33M in pipeline generated from my programs (175% increase YoY).
  - 9% increase in Average Deal Size YoY.

## **Senior Demand Generation Manager - Enterprise**

[Certinia](#) (formerly FinancialForce) | Oct 2017 - Apr 2019

- Designed and executed demand generation and account-based campaigns for the Strategic and Enterprise market segments:
  - \$52M in pipeline influenced (38% increase YoY).
  - 71% increase in campaign sourced opportunities YoY.
  - 25% increase in campaign responses YoY.
- Designed and collaborated on execution of programs on Paid Media channels:
  - 52% increase in conversion on paid channels.
  - 17% decrease in Cost per Response.
  - 4.5:1 Pipeline-to-Spend ratio on Paid Channels.
- Owned demand generation efforts to support all Event Marketing programs:
  - Over 350 meetings booked during Dreamforce 2018.
  - Over 200% increase in Prospect meetings booked YoY.
  - \$28.3M in pipeline influenced during Dreamforce 2018.
  - 132% increase YoY in Prospect attendance to FinancialForce Community Live.
  - \$31.7M in Net New pipeline influenced by FinancialForce Community Live.
- Responsible for managing \$1.4M annual budget.
- Consulted and collaborated on Marketing Operations strategies and projects to increase efficiencies and enhance Speed-to-Lead and implement a multi-touch attribution model.
- Developed content for sales and sales development sequences and templates.

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## Marketing Operations Manager

[IncludedHealth](#) (formerly Grand Rounds) | Nov 2016 - Oct 2017

- Executed demand generation campaigns, including webinars, direct mail, and account prospecting and development.
- Established account-based marketing funnel, metrics, and strategies.
- Spearheaded a Sales and Marketing alignment effort.
- Managed a team of 3 Sales Development Representatives.
- Deployed Engagio Analytics platform and rolled out Engagio PlayMaker for the Account Development, Sales, and Account Management teams.
- Audited, enhanced, and operated salesforce.com, Marketo, and Gainsight instances.
- Owned all web development projects.

## Freelance

[Hussam.Digital](#) | Nov 2016 - Oct 2017

- Tech Stack consultation; Clients include Alleyoop.io, OpenDataGroup, Matulin Marketing, FinancialForce and CoreMedia.
- Email design and templating for Marketo and Pardot; Clients include Quri and CoreMedia.
- Landing Page design and templating for Marketo and Pardot; Clients include Quri, CoreMedia, and Matulin Marketing.
- WordPress development for Cleveland Golf.

## Sr. Director of Digital Marketing

[Alleyoop.io](#) (Formerly Inside Sales Team) | Jan 2015 – Nov 2016

- Designed and managed Demand Generation and Account-Based Marketing campaigns for clients, including Adobe, SilverCloud, Jobaline, DiscoverOrg, Cleveland Golf/Srixon and Cherwell Software.
- Consulted on Marketing Automation implementation and best practices for clients, including Sales Benchmark Index, G2 Web Services, Jobaline, and SilverCloud.
- Managed, trained, and onboarded multiple classes of Sales Development Representatives
- Responsible for all web development and graphic design projects.

*Further experience includes: Director of Communication and Technology at Chebat Financial Group, Project Manager at Bukbuk.com, Graduate Assistant at Canisius College, Web Development and Graphic Design Freelance, Account Management at Fourth Idea, Marketing and Communications at VisitBuffaloNiagara.com, Internal Relations at M&T Bank, and Public Information Specialist at UNHCR.*

## Education

Marketo | San Mateo, CA | May 2015

Cert. **Marketo Certified Expert**

Canisius College | Buffalo, NY | May 2013

M.Sc. **Communication and Leadership**

Canisius College | Buffalo, NY | May 2011

B.A. **Communication Studies**

Cert. **Integrated Marketing Communications**

## Advanced Skills

### Marketing Automation:

Marketo, Pardot, Hubspot, Act-On

**ABM:** 6Sense, ZoomInfo, Demandbase

### Sales Tech:

Salesforce, Outreach.io, ZoomInfo

**Ad Tech:** AdRoll, Choozle, AdWords, LinkedIn, Facebook, ZoomInfo

**Code:** NextJS, React, HTML, CSS, JavaScript, SQL, NodeJS