**DENISE COURT**

**Aligning strategy. Driving revenue.**

**Strategy-Aligning Tech Marketing Executive**

***B2B SaaS Marketing •*** ***Demand Generation Engineer*** • ***Brand Development Architect***

**S**

**trategic Senior Tech Marketing Executive, Sales Accelerator, and Inspirational Leader whose strategy and execution have expedited the success of dozens of growth-stage tech companies**. Creative, ROI-maximizing visionary who aligns strategies to goals to secure critical funding.

***“Denise is one of the most talented and capable marketing executives in the technology business.”***

***—* Mike Maples Jr. Founding Partner, Floodgate**

**PROVEN EXCELLENCE**

🡪 **Increased Demand Generation 300%** through Marketing Automation, Strategy, & Nurturing 🡨

🡪 Leveraged Thought Leadership to **Gain Tier-1 Press Coverage in Fortune & Fast Company** 🡨

🡪 **Secured Critical $4M in Venture Capital** for Wisegate through Strategic Goal Alignment 🡨

**AREAS OF EXPERTISE**

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
|  | * Strategy & Direction * Demand Generation * Market Positioning * Data-Driven Analytics * Campaign Management | * Marketing Automation * Goal-Aligned Marketing * Messaging & Execution * Targeting & Segmenting * Communications Strategy | * Brand Advancement * PR & Communications * Go-to-Market Strategy * Thought Leadership * B2B SaaS Companies |  |

**RECENT EXPERIENCE**

**FULL COURT MARKETING – Georgetown, TX Sept. 2015 – Present**

*Virtual Chief Marketing Officer & Founder*

**WISEGATE (ACQUIRED BY 451 RESEACH) – Oakland, CA Sept. 2013 – 2015**

*VP of Marketing*

**VIRTUAL BRIDGES (ACQUIRED BY NIMBOXX) – Austin, TX Aug. 2010 – Sept. 2013**

*VP of Marketing & Channel Enablement*

**HYPER9 (ACQUIRED BY SOLARWINDS) -- Austin, TX Feb. 2008 – Aug. 2010**

*VP of Marketing*

**DETAILED EXPERIENCE**

**FULL COURT MARKETING – Georgetown, TX Sept. 2015 – Present**

*SaaS-based seed to c-stage marketing and PR company for technology startups based in Georgetown, Texas.*

**VIRTUAL CHIEF MARKETING OFFICER & FOUNDER**

Acting as a remote CMO-VP Marketing for SaaS-based seed to c-stage tech companies, I **aligned all strategies to growth stages and goals to scale teams, hit revenue targets, and meet milestones** to secure the next level of funding. // Analyzed early-stage product market fits and proof points to identify customer analytics and drive revenue. // **Tested multiple marketing channels to maximize ROI** and build a laser-focused marketing strategy. // Leveraged optimized messaging across digital, social, and offline channels to maximize customer engagement. // Integrated myself into client product team early to learn pain points and influence the product roadmap. // **Influenced strategic thought leadership across business goal-aligned campaigns through marketing strategy**, key messaging, and channels. // Ensured the full execution of all marketing strategies through continuous measurement, testing, management, and re-optimization to enhance market positioning.

**Key Accomplishments:**

* **Defining Marketing Strategy & Direction: Defined and drove marketing strategy, direction, and communications for GoFormz**, **a mobile forms app and platform focused** on increasing the efficiency of field services workers, by conducting a market and competitor analysis, identifying the key value prop, and crafting a unique brand story to optimize the go-to-market messaging and positioning.
* **Integrating Customer Research & Data Insight: Pinpointed the key target audience, demographics, and customer pain points to influence the product roadmap** **and determine market interest** for Swivel by launching four early-stage, micro value-hacking social media campaigns focused on honing our strategic messaging, re-optimizing the product, and scaling as quickly as possibly.
* **Optimizing Brand Awareness & Positioning: Optimized the market positioning of TetraScience as a key tool for R&D teams to improve productivity, compliance, and consistency** by analyzing real-world lab equipment functions, collecting data, and crafting a targeted, high-touch messaging strategy and integrating it throughout all levels of branding to drive sales and engagement.
* **Inspirational Thought Leadership & Team Building: Created an inclusive, dynamic work culture while leading a community of recruiters, veterans, and military veterans** while advising GuideOn, a veteran-to-civilian resume translation platform, to launch the Line 1 movement, which resulted in 3,000 members in three months, high ROI on a $15K Facebook ad spend, and the securing of $1M in funding.
* **Data-Based & Market Product Roadmap Influence: Analyzed customer preference indicators to discover pain points and fully integrated myself into the product team** to influence the development of products based on market preferences, prove validation, and drive early-stage revenue growth.

**WISEGATE (ACQUIRED BY 451 RESEACH) – Austin, TX Sept. 2013 – 2015**

*Wisegate is a social research community for IT leaders providing access to practical know-how and unbiased feedback.*

**VP OF MARKETING**

Leading all areas of market strategy, positioning, messaging, and execution for Wisegate, a social research community for IT leaders, I **orchestrated complex campaigns, automation solutions, and non-traditional** PR to **deliver $4M in venture capital** and achieve full-scale market validation. // Leveraged innovative and influential thought leadership to develop omnipresent air and ground war campaigns. // Aligned strategy and campaigns to stage-level business goals to drive demand through marketing automation. // **Secured major coverage from leading national business publications** to build awareness and generate demand.

**Key Accomplishments:**

* **Increased Demand Generation by 300% through Content Marketing:** **Increased demand generation by 300% by implementing marketing automation solutions**, inbound marketing strategy, and lead nurturing campaigns that were instrumental in securing $4M in venture capital and scaling sales.
* **Leveraged Thought Leadership to Gain Coverage in 40 Articles a Month: Leveraged innovative thought leadership in developing air and ground war campaigns** incorporating content marketing, SEM, social media, events, drip email marketing, product marketing, brand development and PR to secure 40 articles on average each month, including Tier-1 features in Fortune and Fast Company.

**VIRTUAL BRIDGES (ACQUIRED BY NIMBOXX) – Austin, TX Aug. 2010 – Sept. 2013**

*Virtual Bridges provides enterprise-class desktop virtualization for private, public, and hybrid cloud environments.*

**VP OF MARKETING & CHANNEL ENABLEMENT**

Responsible for driving the marketing strategy, objectives, and plans while aligning them to all stage goals, I **created purpose-driven campaigns that raised product visibility and elevated Virtual Bridges’s positioning in the industry**. // Managed corporate, product, and partner marketing; sales enablement; communications; analyst relations; branding; demand generation; social media; and channel management. // **Built the inside sales team while attracting and developing top talent, boosting demand generation by 400%**. // Increased marketing team performance through inspirational leadership and culture-building motivation. // **Developed the partner program and portal with 60 worldwide partners including IBM, CompuCom, and Avnet**.

**Key Accomplishments:**

* **Cross-Functional Collaboration & PR: Built awareness of the Virtual Bridges-powered IBM Virtual Desktop solution by collaborating with the IBM marketing team** on campaigns to build awareness through online, radio and print advertising and develop differentiated positioning and messaging.

**HYPER9 (ACQUIRED BY SOLARWINDS) -- Austin, TX Feb. 2008 – Aug. 2010**

*Hyper9 is a virtualization management company that provides predictive support, capacity planning, and alerts.*

**VP OF MARKETING**

Working collaboratively with the product team to oversee product marketing, product positioning, and competitive analysis, **I accelerated sales opportunities through strategic marketing** and planning focused on optimizing e-commerce capabilities and enhancing community interaction. // Led all areas of marketing strategy, communication, messaging, branding, product marketing, demand gen, social media, and public and analyst relations. // **Aligned sales funnel strategy, tracking model, and programs with product pain** **points** to drive trial downloads and conversions. // Grew community participation and interaction by spearheading community infrastructure and programs. // **Worked closely in tandem with the executive and product management team to oversee and direct product marketing**, product positioning, and competitive analysis.

**Key Accomplishments:**

* **Directing Product Marketing & Positioning: Enhanced sales growth and expedited market validation by collaborating with the executive and product teams on product marketing**, product positioning, and competitive analysis to re-optimize and align development with market preferences.

**ADDITIONAL EXPERIENCE**

**VARIOUS ACCELERATOR PROGRAMS – Austin, TX June 2016 – Present**

*Marketing Mentor –* Mentored early-stage startups through TechStars, Capital Factory, and RealCo Seed Fund.

**ITZBIG – Austin, TX Oct. 2006 – Feb 2008**

*VP of Marketing –* Secured $3M in funding and drove 7,000 new candidates into the network monthly.

**COLLECTIVE GROUP LLC (ACQUIRED BY MTI) – Austin, TX July 2005 – October 2006**

*VP of Marketing –* Increased direct sales by 300% through goal-aligned marketing strategy and implementation.

**PERVASIVE SOFTWARE – Austin, TX June 2003 – June 2005**

*Director of Product Marketing –* Repositioned as the top provider of data infrastructure management solutions.

**MOTIVE SOFTWARE, INC. – Austin, TX Dec. 1997 – June 2003**

*Director of CE, MarComm, and Partner Marketing –* Secured over $200K in co-marketing funding from partners.

**OPEN CONNECT SYSTEMS, INC. – Dallas, TX** **Dec. 1995 – Nov. 1997**

Marketing Director – Reposiible for marketing communications, including website development, demand generation (direct and channel) and events.

**JBA INTERNATIONAL (ACQUIRED BY GEAC) – Toronto, CA Jan. 1993 – Nov. 1995**

*Director, Marketing Communications (North America) –* Boosted lead gen by 450% while managing a $4M budget.