

Mariana (Prado) Cogan

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Global Marketing Executive with a record of accomplishment of delivering modern customer experiences in record time for SaaS tech companies. Successfully led the marketing modernization of a public global SaaS B2B company with \$1.5B ARR, achieving two-digit revenue growth through technology, people, and systems. GTM experience across B2C, PLG, Land and Expand and multi-million enterprise accounts. Pioneer of Human2Human concept for engaging storytelling, with deep knowledge of business (CEO, CFO, CMO, etc.) and technical personas (IT, engineering, operations, etc.) Data-driven decision-making approach that builds a predictable ABM pipeline engine in alignment with Sales. Fluent in Japanese, Spanish & English

CAREER HIGHLIGHTS

- *GTM Digital Transformation leader* - Led PTC's GTM Digital Transformation to earn Forrester "Program of the Year" Award for leveraging AI technology to create \$20M in pipeline in phase one, followed by world-wide deployment.
- *Data-driven Marketing Strategist* - Delivered hyper growth in marketing sourced pipeline through GTM, TAM and ICP alignment with Sales and Customer Success, while lowering costs through outsourcing practices and operational efficiencies.
- *Marketing Technology Innovator* – Recognized thought-leader and advisor on new technologies and their application to unleash digital experience, customer value and market share. Global implementations that ensure compliance & data privacy.
- *Motivational team builder* – Proven record as a leader who provides vision, purpose, empowerment, and accountability to build teams that challenge status quo, dream-big and deliver even bigger. Multiple award-winning team members.
- *Diversity & Inclusion sponsor* – Proven ability to help companies establish a reputation of a progressive diversity and innovative culture. Nationally recognized as a motivational sponsor for women and Latinx career growth. #womanintech

PROFESSIONAL EXPERIENCE

PEOPLE.AI

SaaS B2B leader in Enterprise Revenue Intelligence, leveraging AI to optimize sales engagement resulting in increased predictable revenue.

HEAD OF MARKETING

Nov 2021 – Apr 2023

Customer-facing CMO recognized for transforming the organization into a customer-centric brand through humanization, message repositioning, and product rationalization. Responsible for corporate marketing (brand, creative, communications), demand generation (physical, digital, field, ABM, web), product marketing, customer & partner marketing, marketing operations & BDR.

- Headed brand marketing increasing Share of Voice from 20% to 44% in 10 months overtaking competitors by architecting a clear positioning and messaging ("*Enterprise Revenue Intelligence Leader*" and "*Revenue Command Center*") to hijack current news and expand exposure for thought leadership via executives.
- Created high-speed content engine producing assets for marketing & sales (POV deck, demo vignettes, use cases in alignment with customer journeys, case studies, etc.) - accomplished 7x time on page vs. existing content.
- Increased demand generation via powerful campaigns: "*Forecasting*" centered on social media (10x engagement) & "*Summer Visibility Product Rollout*", a Netflix-like snackable experience (20x ROI pipe through meetings with 50% named accounts).

PTC

2014 to 2021

Public global SaaS B2B company driving Digital Transformation through technologies including PLM, IoT and AR with \$1.5B in revenue.

SENIOR VICE PRESIDENT, MARKETING

2018 to 2021

- Rapidly advanced from Director to Senior Vice President by implementing a modern marketing vision: IoT/AR grew from \$0 to \$200m ARR; PLM/CAD from \$425m to \$1bn ARR. Double digit annual organic growth.
- Delivered a 200% increase in marketing sourced pipeline by increasing opportunities volume by 160% through implementing an intent-driven account alignment, predictive and corresponding ABM strategy for 1:1, 1:few and 1:many segmentation.
- Realized a 300% increase in engagement by aligning Product Marketing to transform web messaging using a customer-centric, value-driven methodology. Increased PPC/SEO revenue contribution by 47% while reducing expenses by 12%.
- Led cross-functional deployment of digital messaging for pain points creative development to increase digital performance from 5% to 9.5% conversion and 8x quality lead flow / ABX to sales.

VICE PRESIDENT, MARKETING

2016 to 2018

Transformed team to a best-in-class, data driven engine encompassing systems, processes, and people. Led a team of 40 marketing digital professionals with budget responsibility of \$3.5M. Aligned PTC.com with the buying journey, allowing the website drive leads, MQL and buying group engagement in targeted accounts for Sales.

- Reduced campaign execution times by 300% while increasing volume by 200% through the implementation of a demand generation strategy, aka a “campaign in a box” program, to maximize regional results.

SENIOR DIRECTOR, MARKETING

2015 – 2016

DIRECTOR, MARKETING OPERATIONS

2014

Previous positions include:

Marketing Programs Process Improvement – Mathworks, Boston

Director, International Operations and Marketing – American Financial Systems, Boston

Manager, Business Unit – Servcorp, Tokyo

Investment Banking – Goldman Sachs, Tokyo

EDUCATION AND CERTIFICATIONS

Master of Business Administration (MBA), Entrepreneurship

Babson College, Wellesley, Massachusetts

Bachelor of Science, International Economics

Sophia University “Jochi Daigaku”, Tokyo, Japan

Women Leadership Executive Program

Harvard Business School, Boston, Massachusetts

Board Preparation Bootcamp

MassTLC

Forbes Communication Council Member

Forbes

PUBLICATIONS AND PRESENTATIONS

Becoming a Quota-Carrying Leader May Extend Your Tenure as CMO

Forbes

The Path to a Pipeline Printing Machine: Connecting the Dots on Your Digital Thread

LinkedIn

Mariana Prado Cogan Takes a Bold Approach

Hispanic Executive

PTC – Driving Digital Transformation through AI to Results in Marketing and AI (pp. 110-124)

Meike Terstiege, PhD.

The CMO of the Future and Digital Transformation, a Fireside Chat

Hypergrowth.com

Can MarTech Deliver Marketing’s Digital Transformation to Accelerate Revenue

MyTechMag

Finding Clarity in the World of Big Data to Deliver Personalized Digital Customer Experience

CIOReview

Programs of the Year: Marketing Operations – PTC

SiriusDecisions Summit 2020

AR is Here to Stay – Ready to Apply it to Your Career?

2019 HITEC Summer Leadership Summit

Case study: Reebok & the US Hispanic market

Babson College / North American Case Research Association

Guest to ~20 podcasts on topics related primarily to best practices in Marketing – but also DEI.

AWARDS

ROI Engine: Program of the Year 2020

Forrester/SiriusDecisions

Analytics50 Award

LeBrown University

Insights Award

Full Circle

2018 Finalist for Analytics Growth Award

Genius Awards

32 Digital Marketing Pros Shaping the Future of B2B Marketing

Drift

2021 Best New Digital Experience Innovation | PTC Developer Portal on Sitecore XP

Devportal Awards

DIVERSITY & COMMUNITY ENGAGEMENT

Executive Sponsor – PTC’s Latinx ERG

Lecturer, Marketing Digital Transformation, Fall 2020 – Tecnológico de Monterrey, Mexico

Member of the Board of Directors of the Boys & Girls Club of Boston

CUSTOMER ADVISORY BOARD

Oracle Marketing Cloud CAB 2018 - 2021

6sense CAB 2019 – 2021

USA & EUROPEAN CITIZENSHIP