

STEVE PEELE II

GROWTH MARKETING LEADER

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SUMMARY

Growth marketing and marketing-operations leader with 14+ years driving multi-million-dollar pipelines across SaaS, marketplaces, and enterprise tech. Deep fluency across the marketing technology stack — aligning marketing, product, and sales to accelerate go-to-market and deliver sustainable ARR, from zero-to-one through acquisition.

CORE COMPETENCIES

Marketing Operations & Technology: HubSpot Marketing Hub (workflows, lead scoring, custom events, segmentation, reporting) · Marketo · Salesforce (Admin, Marketing Cloud) · Segment · Marketing data & integrations · UTM & campaign taxonomy · Email compliance (CAN-SPAM, GDPR, CASL) · QA & testing · Google Analytics · Tableau · Mixpanel

Growth & Leadership: GTM Strategy · Demand Generation · Lifecycle & Retention Marketing · ABM & Pipeline Acceleration · Product Marketing · B2B Marketing · Cross-Functional Leadership · Team Building · Paid Acquisition (Google, Meta) · SEO/SEM

PROFESSIONAL EXPERIENCE

Head of Marketing Operations & Global Integration Lead | *Launch by NTT DATA* 06/2020 – Present

NTT DATA Group — global IT services firm, 190,000+ employees worldwide · Global marketing-operations remit · \$8M+ budget

- Steer global marketing operations across an \$8M+ budget, driving 4:1 ROI across digital demand initiatives.
- Own the marketing technology stack and data integrations across HubSpot, Salesforce, and Segment — clean lifecycle data from first touch to closed-won.
- Automated performance reporting and optimized execution workflows — accelerating velocity 25% and generating \$350M+ in pipeline revenue.
- Engineered ABM programs with sales leadership, lifting lead-to-deal conversion 40% and closing \$25M+ in new revenue.

Fractional VP of Marketing & Organizational Repositioning Lead | *Amify* 01/2021 – 03/2022

- Led company-wide brand repositioning and GTM strategy — 35% lift in brand recognition, \$6M incremental revenue.
- Cut acquisition costs 15% and grew retention 10% via data-driven paid marketing.

Director of Platform Growth | *Buyside* 05/2020 – 12/2020

- Drove user onboarding and product growth initiatives — 50% lift in platform adoption.
- Built Tableau + Google Analytics tracking frameworks, improving marketing efficiency 30%.

Digital Growth Manager | *Everything But The House (EBTH)* 01/2020 – 05/2020

- Scaled SEO, PPC, and email acquisition — 50% new-user growth; lifted conversion 30% while cutting spend 20%.

Head of Growth Marketing | *API Nation* 01/2019 – 12/2019

- Scaled demand generation in HubSpot across Meta and email — 50% increase in inbound demand.
- Improved campaign ROI 45% through multi-touch attribution and iterative testing.

Director of Growth Experimentation | *Astronomer* 04/2017 – 12/2019

- Ran rapid pricing, segmentation, and funnel experiments — 60% more qualified leads, 30% higher funnel conversion.

Director of Demand Generation | *Inman News* 02/2016 – 04/2017

- Drove 70% organic traffic growth via full-funnel content and technical SEO; boosted MOFU conversions 30%.

Marketing Operations Manager | *Dotloop (Acquired by Zillow Group)* 08/2009 – 02/2016

Joined at startup stage — owned marketing infrastructure through scale-up and the Zillow Group acquisition

- Built marketing infrastructure from early startup through acquisition — 400%+ user growth.
- Cut CAC 35% with automated lead scoring and nurture workflows.

ENTREPRENEURIAL VENTURES

Founder & Head of Growth | *Tixxy (Acquired)* 12/2020 – 12/2023

- Built full-funnel GTM engine from scratch — \$1M+ ARR in Year 1, 300% user growth, positioned for \$7M acquisition.
- Cut churn 25% via lifecycle engagement, lifting LTV \$200/user.

Growth Strategy Advisor | *Advisory & Venture Launch Consulting* Ongoing

- Partner with early-to-mid stage tech ventures on GTM strategy, funnel optimization, and product–demand alignment.

EDUCATION & CERTIFICATIONS

B.S. Mechanical Engineering Technology — University of Cincinnati

Salesforce Administrator · Salesforce Marketing Cloud · Marketo Certified Expert · HubSpot Marketing Hub · Google Analytics · Tableau · Meta Digital Marketing Associate