

JENNIFER MACDONALD TURNER

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MARKETING EXECUTIVE

Versatile partner and field marketing leader facilitating and operationalizing strategy in dynamic high-growth technology startups and corporations. Builds and optimizes scalable processes, programs, and frameworks across sales, campaigns, integrated partner marketing, field marketing execution, and sales enablement. Boosts measurable growth in demand, pipeline, new partners, and value proposition. Recognized for ability to assimilate and translate complex technical concepts with a cross-functional educational leadership style that engenders trust and engages teams, vendors, and partners. Thrives in ambiguity exhibiting clear decision making and communication.

STRENGTHS

Partner Programs Strategy & Management | Channel Marketing | Growth Marketing | Campaigns | Salesforce CRM
Saas | VAR & MSP | Demand Strategy | Field Marketing & ABM | Sales Enablement | Analytics & KPI Reporting
Global & Regional Team Management | Team Development | Collaboration | Pipeline Acceleration | SMB & Enterprise

PERFORMANCE HIGHLIGHTS

- ❖ Boosted sales pipeline by +\$10 MM for sales teams and increased market share through new business, cross-sell, and up-sell campaigns (+100 annually).
- ❖ Executed turnaround on previous failed attempts at indirect sales/reseller partner program: hyper-scaled from zero to +100 reseller partners.
- ❖ Increased channel partner sales by 20% through creation of collateral, sales tools, and training programs.
- ❖ Collaborated on launch of new product sales through a network of +1400 security VARs, MSPs, and LARs.
- ❖ Achieved a 40% increase in leads for field/channel sales through media investments, ABM, and program development.
- ❖ Ensured on time quarterly releases through alignment of product roadmap schedule and global leadership of domestic and international engineering teams.

EXPERIENCE

EVERGUARD.AI | *VP*

Jan 2020 – Present

AI-based and computer vision industrial safety start-up.

Steered strategy and processes while scaling for growth driving collaboration and alignment across marketing, engineering, product, and sales through key program initiatives and training.

- Spearheaded and negotiated partner program implementation integrating a third-party sensor into existing solution resulting in immediate impact for customers through co-marketing, revenue, support, ordering, etc.
- Aligned portfolio of projects/campaigns to roadmap and global customer deployments ensuring on time quarterly releases through timelines, milestones, financial management, performance metrics, and resource needs.
- Crafted and deployed sales processes to drive pipeline growth/demand; forecasted and tracked sales pipeline.
- Reduced sales cycle timeline, expedited deal transactions, and streamlined team management, contract management, and billing through research, testing, and implementation of diverse SW tools.

JMAC MARKETING | *Marketing Consultant*

Feb 2017 – June 2021

Custom marketing solutions and strategies consulting business.

Accelerated demand and partner programs for international clients looking to break into North American market.

- Increased US partner engagement (selling and co-marketing) by 25% and doubled new reseller signups through creation of teaser emails and vertically/geo-focused marketing campaigns; designed new customer welcome programs and lead tracking and management processes; facilitated tradeshow support (signage, leads, etc.)
- Built North America brand for international SW companies writing, editing, and translating collateral to be US/Canada consumer facing. Targeted efforts through build out of customer profiles.
- Developed drip campaigns and email templates with IT resellers to build awareness and drive demand.

NETRADYNE, INC. | Sr. Director, Business and Marketing Operations

June 2016 – Jan 2020

Startup harnessing telematics to revolutionize transportation/driver safety solutions.

Maximized revenue and profit through analytics driven insights across marketing, process improvements, business applications, and reporting. Managed a team across US, India, and Ukraine.

- Implemented business applications to track and manage sales demand globally; analyzed and forecasted sales pipeline to garner insights that ensured accurate procurement and inventory levels.
- Created, tested, and implemented a quote to cash process facilitating hyper-growth and scalability.
- Managed international partners (manufacturers, suppliers, and government regulators) for sourcing and finished goods distribution.
- Built team from ground up to manage direct/indirect order processing, invoicing, inventory counts, and RMA's.

SECUREMATICS, INC. | Director, Marketing

April 2014 – Aug 2015

IT security and networking distributor for VARs, Resellers, MSSPs, and solution integrators.

Created, launched, and managed global channel partner marketing and sales strategies, communications, and ABM programs that generated demand and achieved financial goals across high tech vendor mix.

- Increased channel partner sales by 20% through creation of collateral, sales tools, and training programs that ensured support for partners and drove pipeline to close.
- Partnered with team that launched and drove sales for new products through a network of +1400 security VARs, MSPs, and LARs.
- Developed and implemented turnkey, repeatable programs that enabled global partners to easily execute and promote products. Produced content for case studies, presentations, webinars, and marketing collateral.
- Managed and measured KPIs for all marketing programs, partner recruitment, and partner sales.

QUALCOMM | Sr. Manager, Marketing

Oct 2011 – April 2014

A world leading wireless tech innovator.

Executed turnaround on previous failed attempts at indirect sales/reseller partner program with zero team or resources leveraging sales enablement strategies and cross-functional teams. Managed +100 reseller partners.

- Increased engagement/selling velocity 100% growing partners from 0 to +100: built a partner portal and deal registration tool; and created and launched turn-key marketing tools and templates.
- Reversed internal perception of indirect sales through launch of educational seminars championing and enabling partner program build throughout the organization and product lifecycle.
- Maximized partner readiness/execution by diagnosing and operationalizing training, co-selling, sales tools, and lead generation programs delivering a lead to close ratio of 12%.
- Led development of joint business planning with partners to ensure synergy and goal alignment; managed forecast and pipeline to ensure successful execution of programs.
- Collaborated with field sales and engineering teams on generating market requirements and product performance documentation based on industry trends, competitive evaluation, and voice of customer.

FORCEPOINT | Sr. Manager, Marketing, North America

Jan 2003 – 2007 / Jan 2008 – Jan 2011

Security software and data protection, cloud access security broker, firewall and cross-domain solutions.

Drove pipeline creation of cloud and on-premises internet security solutions for channel and direct sales teams for all Americas through demand and lead generation. International team.

- Boosted sales pipeline by +\$10 MM and increased market share through new business, cross-sell, and up-sell campaigns.
- Developed and managed yearly marketing plan to support sales leadership (2 VPs, 12 directors, 400+ sales representatives), including reporting, ROI analysis, and recommendations.
- Led 100+ campaigns per year, including creation, execution, operations, and training for indirect and direct SMB and enterprise sales teams.
- Created and implemented cost effective and self-sustaining integrated partner and field marketing programs.

- Unified external communication and ensured consistency of messaging through sales team training on marketing objectives and campaigns.

ESET | *Marketing Communications Manager*

Jan 2007– Dec 2008

Global software company specializing in cybersecurity and IT security solutions.

Developed comprehensive annual corporate B2B marketing plan (+\$1 MM) and managed all aspects (communication, media, web, events/national trade shows, ABM, and demand generation.)

- Achieved a 40% increase in leads for field and channel sales through strategy and execution on media investments and program development.
- Spearheaded national lead generation campaigns that increased new business growth in the SMB and enterprise segments quarter over quarter.
- Led corporate branding and awareness for collateral, website, and all other outward facing communication.

CERTIFICATIONS

Email Messaging Certifications - MECLABS Institute-Marketing Sherpa

Lead Management Certification (Capture, Qualify, Nurture) - MECLABS Institute-Marketing Sherpa

Effective Product Marketing - Pragmatic Marketing Institute

Product Launch Essentials - Pragmatic Marketing Institute

Demand Generation and Channel Marketing - Sirius Decisions (now Forrester)

EDUCATION

B.S., Business Management & Marketing (*cum laude*) | The Ohio State University, Columbus, OH