

Jennifer Kling

Marketing Executive



925-258-2583



jen@klingmarketing.com



<https://www.linkedin.com/in/jenniferdkling>



Martinez, CA USA

EXPERIENCE

Kling Marketing Consulting | Remote

Owner/Consultant/Fractional CMO/Fractional VP of Marketing 2023 - Present

Empowering startups with marketing strategy and execution. Provide tailored branding, messaging, demand generation, customer marketing, event planning, and team mentorship.

- Developed new messaging for a B2B startup (roughly \$2M in revenue).
- Delivered detailed demand generation plans and event playbooks. Led to double pipeline growth.
- Launched partner marketing program. Delivered partner sales play kit with all brand guides, case studies, product sheets, and presentations.

Ombud | Remote

VP of Marketing 2022

Established marketing operations, brand strategies, demand generation, and digital properties. Advised board and senior leadership on innovation and growth strategies. Implemented lead gen, SEO, paid search, and display ad programs. Deployed marketing tech stack and attracted top talent to build a high-performing team. (<\$10M ARR)

- Increased marketing-sourced pipeline by 156%, contributing 54% of total closed-won business through demand generation and digital marketing.
- Spearheaded a comprehensive digital transformation, notably improved website bounce rates by 20% and improved organic traffic by 190%.
- Launched successful LinkedIn ad campaigns, achieving over 800K impressions in four months.
- Enhanced messaging and GTM strategies led to a substantial 30% rise in sales.

SAP Litmos | Remote

VP of Marketing 2019 - 2022

Directed global marketing, including operations, product marketing, brand, website, and demand generation, with a \$7M budget and a team of 14 for a SAP subsidiary under SAP SuccessFactors. Emulated pipeline generation and guided digital marketing across SAP divisions. (~\$80M ARR)

- Positioned Litmos as an industry thought-leader through the steady stream of content creation.
- Led demand generation efforts resulting in 300 demo/trial requests weekly, driving 95% of new opportunities and 20% revenue growth yearly.
- Established SEO strategies that drove over 2M monthly webpage views, enhancing the brand's thought leadership and digital presence.

SAP Sales Cloud | Dublin, CA

Director, Product Marketing 2017 - 2019

Led team of 10 product and customer marketers and 1 competitive intel analyst for Sales Cloud post-CallidusCloud and SAP merger. Integrated legacy teams into a cohesive unit while building a new story for the combined product portfolios to bring to market. Developed comprehensive sales enablement strategy with playbooks, training sessions, and collateral. (~\$250M ARR)

- Built \$3M in pipeline within 3 months after launching new product.
- Improved CPQ product placement from *Visionary* to *Leaders* quadrant on Gartner Magic Quadrant.
- Evangelized SAP Sales Cloud at events, including keynotes at SAP's SAPHIRE and CX LIVE and industry events like Dreamforce and Gartner Sales Leader Conference.

ABOUT ME

Over 15 years experience in B2B SaaS marketing for companies ranging in size from 50 to 100K employees. Over 15 years leading teams as large as 30.

Expertise in product marketing, demand generation, field marketing, and go-to-market strategy.

A knack for elevating team members to new heights. A leader who isn't afraid to roll up her sleeves and work alongside her team.

COMPETENCIES

- Demand Generation
- Go-to-Market Strategy
- Field Marketing
- Account-based Marketing
- Digital SEO & SEM Strategy
- Data Protection (GDPR)
- Product Marketing
- Messaging & Positioning
- Brand Development
- Team Building & Leadership
- MarTech Stack Deployment

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EXPERIENCE CONTINUED

UserTesting | San Francisco, CA Field Marketing Manager

2016 - 2017

Developed the first account-based marketing program. Trained sales team on customer research and personalized outreach. Defined and built the field marketing practice.

- Created ABM campaigns specific to target accounts with unique messaging, assets, and delivery channels including geo-fencing targeted ads, billboards, and direct mail.
- Generated \$600K of new pipeline by launching 1st-ever customer roadshow series with 100+ attendees per event.

CallidusCloud | Dublin, CA Product Marketing Manager

2014 - 2015

Oversaw product marketing for CallidusCloud's portfolio of products. Built foundational marketing practices, including positioning, messaging, personas, and sales plays. Served as CPQ and Sales Commissions spokesperson at industry events.

- Developed product marketing frameworks, positioning guides, and sales enablement processes, boosting revenue from \$136M to \$250M in five years.
- Worked cross-functionally to craft targeted sales plays aligned with vertical market product roadmaps. Increased market relevance and revenue impact.
- Collaborated with Product Management, Sales, and Marketing to execute go-to-market plans, increasing product engagement.

Ricoh USA | Remote West Region, Field Marketing Manager Sales Manager

2010 - 2014

2006 - 2010

Established first field marketing practice for top office equipment manufacturer. Supported 600+ sales reps and managers across 9 market units with localized campaigns and sales plays. Partnered with Regional Vice Presidents to build region-specific marketing campaign and sales enablement plans. Spent 4 years as a Sales Manager, including having responsibility for multiple branch sales managers and team.

- Implemented new sales methodology and trained sales on new CRM and CPQ technologies.
- Managed end-to-end event logistics, including venue selection, budget, promotion, and post-event follow-up.
- Transformed worst-performing team by growing sales from 63% of plan to 96%+ and headcount from 50% to 100% in 6-month period.
- Sales team qualified for President's Club recognition.

Additional Experience

Account Executive, Ricoh USA

2003 - 2006

Marketing and Events Manager, Global Inventures

2000 - 2003

Marketing Coordinator, IKON Office Solutions

1993 - 2000

SKILLS

- Strategic Marketing Leadership
- Digital Marketing Optimization
- Product Marketing & Launches
- Field Marketing & Event Strategy
- Demand Generation
- Pipeline Management
- SEO & Content Strategy
- Sales Enablement & ABM
- Marketing Automation & CRM Integration
- Data-Driven Marketing Strategies
- Cross-Functional Collaboration

EDUCATION

Bachelor of Science, Business
Marketing

University of Phoenix