

# CHRIS McDOWELL

## MARKETING PROFESSIONAL

- Phone: 480 215 3482
- Email: [cm2mail@icloud.com](mailto:cm2mail@icloud.com)
- Location: Austin, TX
- Portfolio: <https://cmmcdowell.com>
- LinkedIn: [/chrismcdowell](#)
- GitHub: BluesMogul

### PROFESSIONAL SUMMARY

A strategic and results-driven marketing leader, I have a proven successful track record in revenue generation, brand development, and go-to-market strategy execution. I am extremely adept at collaborating with product management, sales, and cross-functional stakeholders across an organization to achieve and surpass business goals. I am recognized for my expertise in sales enablement, customer engagement, and implementing data-driven marketing campaigns. Creative and flexible, I possess a strong attention to detail, and a keen ability to manage multiple projects, meet deadlines, and work collaboratively. I leverage technology tools and analytics to optimize marketing operations and drive business growth. I am ready to bring dynamic leadership and innovative solutions to a forward-thinking organization.

### KEY SKILLS

#### MARKETING SKILLS

- Communications (Corporate, Public Relations)
- Strategic and Go-to-Market Planning and Execution
- Value Proposition Development and Product Positioning Strategies
- Ideal Customer Profile Creation, Target Market Identification, and Market Segmentation Development
- Data Reporting and Analysis
- Sales Enablement and Demand Generation
- Customer Engagement and Retention Programs
- Brand Development and Management
- Management of Outside Vendors and Agencies

#### LEADERSHIP AND BUSINESS IMPROVEMENT SKILLS

- Team Leadership and Staff Development
- Sales Training
- Marketing and Sales Operations
- Business Process Improvement

#### TECHNICAL PROFICIENCIES

- JavaScript, Python, SQL, HTML, CSS
- React, VSCode, Tableau, JIRA, Confluence
- Google Analytics
- Adobe Creative Suite, Microsoft Teams, MS Office Suite
- Content Management Platforms (WordPress, Salesforce CMS)
- Marketing Automation Tools (HubSpot, Marketo)
- CRM Platforms (Salesforce, MS Dynamics CRM, MS Access)

### WORK EXPERIENCE

**Senior Manager, Global Product Marketing** · eProductivity Software · Pittsburgh, PA (Remote) **01/2022 to Present**  
eProductivity Software (ePS) is a developer of enterprise SaaS platforms for the commercial print and packaging industries. Working collaboratively across the organization, my primary focus was driving sales revenue and maximizing awareness and demand for ePS products and services. My responsibilities included:

- Drove sales growth by managing marketing initiatives for SaaS solutions in North American, EMEA, and ANZ markets, contributing to a **14% increase in sales revenue in 2023**, and a **22% increase in 2024**.
- Designed and executed go-to-market strategies, creating buyer personas and leading quarterly product launches.
- Enhanced product positioning through sales enablement materials (e.g., presentations, case studies, white papers).

**Director of Product Marketing** · Securus Monitoring Solutions · Houston, TX (Remote) 11/2018 to 01/2022

Securus Monitoring Solutions (SMS) is an original equipment manufacturer and developer of enterprise SaaS electronic monitoring platforms used by courts, law enforcement, and community corrections agencies throughout the U.S.

- Spearheaded GTM strategies that **sustained 20% annual sales growth** for three consecutive years.
- Authored a comprehensive *Sales Playbook* aligned with MEDDIC methodology, enhancing sales process efficiency.
- Measured marketing ROI through KPI tracking, continually refining and improving campaign outcomes.

**Director of Marketing** · Sentinel Offender Services · Irvine, CA 10/2015 to 11/2018

Executive team member responsible for strategic planning, development and execution of all marketing, communications, GTM, and public relations plans.

- Achieved a **28% increase in sales** by executing targeted marketing programs.
- Streamlined the RFP process, **boosting win rates by 37%** within two years.
- Established KPIs for sales forecasting, improving pipeline reporting accuracy.

**Director of Marketing and Communications** · Equinox Payments · Scottsdale, AZ 11/2011 to 06/2015

**Established as a startup**, Equinox Payments is an OEM manufacturer of point-of-sale (POS) hardware and enterprise SaaS products. Led overall marketing and branding strategy with assigned budgets and targets.

- Launched the Equinox brand, online presence, and Apollo product series, driving market engagement.
- Developed branding guidelines, digital campaigns, and sales tools to enhance brand visibility.

**Manager, Product Marketing** · The Annexus Group · Scottsdale, AZ 05/2005 to 11/2011

**Principal member of this product development startup.** I was involved in all phases of GTM strategy, product and business development, and ultimately helped create and market the **BalancePlus® Annuity**, the fastest-selling annuity product in history. With over **\$1 billion in sales in its first year**, Annexus established itself as one of the fastest-growing companies in the financial services industry.

- Launched the Annexus brand, online presence, and BalancePlus® product series, driving market engagement.
- Developed branding guidelines, digital campaigns, and sales tools to enhance brand visibility.

**Manager, Marketing and Communications** · The Quantum Group · Scottsdale, AZ 09/2000 to 11/2011

The Quantum Group (formerly Shurwest Financial Group) is a wholesaler of **annuity and life insurance products** to financial planning professionals throughout the United States.

## EDUCATION

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| • <b>George Mason University</b><br>Fairfax, VA · Bachelor of Arts<br>Political Science + Russian<br>Scholarship Athlete<br>2-Time Collegiate Champion | • <b>Indiana University</b><br>Bloomington, IN<br>Slavic Language Institute<br>Certificate in Russian Language | • <b>Colorado Technical University</b><br>Colorado Springs, CO (Online)<br>Certificate of Completion<br>Software Development · 10.24<br>HTML/CSS + Python + JavaScript |
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## INTERESTS

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|-------------------------|----------------------------|
| • Shawn's Husband       | • Stand-Up Comedy          |
| • Lily's Dad            | • Travel                   |
| • Seamus the Wonder Dog | • Dallas Cowboys (Ugh.)    |
| • Playing Guitar        | • Obscure Movie References |
| • Jazz + Blues          | • More Cowbell             |
| • Concerts              |                            |