

Michael Findling

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Summary

Global demand generation and executive campaigns leader with 10+ years building and scaling integrated, C-suite-focused programs across high-growth enterprise SaaS organizations. Proven track record driving \$40M+ in pipeline through executive marketing, ABM, lifecycle, and field-aligned campaigns targeting CIO, CTO, CISO, CDO, and CMO audiences. Expert in orchestrating cross-functional global teams, establishing operating rhythm, and translating data into executive-ready insights that guide investment, prioritization, and growth.

Experience

PRGX Global, LLC

US, GA, Atlanta

Director of Digital Marketing & ABM

July 2024 - September 2025

- Formulated and deployed a unified revenue operating model across Salesforce, Demandbase, and analytics platforms, boosting pipeline attribution and generating \$9M in marketing-sourced pipeline.
- Directed a three-member demand-gen team managing ABM, paid search, and executive events investments to produce 1,200 marketing-qualified leads in one fiscal year.
- Facilitated quarterly business reviews to assess team focus areas, successfully redirecting resources towards high-impact initiatives that contributed to a 40% increase in overall ROI on digital marketing campaigns.
- Implemented a comprehensive performance tracking system for both media and SEO agencies, contributing to a 20% reduction in costs while advancing overall campaign effectiveness.
- Developed customized dashboards and reporting features in Monday to track key performance indicators for ABM campaigns, promoting data-informed decision-making and improving campaign ROI by 40%.

AMCS Group

US, MA, Boston

Director of Account-Based Marketing

July 2023 - January 2024

- Architected an end-to-end ABM framework for Fortune 2500 accounts, integrating content, paid media, and executive roundtables to produce a \$1.2M pipeline within 90 days.
- Aligned GTM narratives across email, webinars, and LinkedIn to advance MQLs by 35% and shorten sales cycle by 30%.
- Launched a mentorship initiative pairing junior marketers with senior leaders, which enhanced skill development and contributed to a 25% increase in employee retention rates within the marketing department.

Red Hat

US, NC, Raleigh

Senior Principal Program Manager, Account-Based Marketing

August 2021 - May 2023

- Designed verticalized ABM programs aimed at global enterprise CXOs (HR, Finance, Legal), delivering \$12M in new pipeline and boosting Enterprise MQLs by 30%.
- Designed cybersecurity-focused marketing assets with IT partners, reducing the sales cycle by 15% and speeding customer onboarding.
- Optimized global digital and event budgets to raise marketing-qualified leads by 25%.
- Standardized a change-management framework for Marketing and Sales, cutting project turnaround time by 20%.
- Initiated lifecycle marketing initiatives that generated \$18M in upsell pipeline and elevated customer advocacy by 30%.

Salesforce

US, CA, San Francisco

Global Marketing Operations Leader & Senior Campaigns Manager

March 2014 - September 2021

- Implemented a suite of interactive sales KPI dashboards that amplified sales-qualified leads by 65% within four months, empowering marketing and sales teams with real-time insights for more effective campaign targeting.
- Secured 20% average lift in marketing pipeline for six successive fiscal quarters by delivering specific training on identifying high-value leads for webinars, online events, and direct mail campaigns.
- Mobilized a cross-functional initiative with Advocacy to identify and promote 15 thought leaders within the organization, culminating in a 40% increase in industry conference visibility and a 25% rise in social media mentions.
- Launched targeted physician email campaigns that drove a 30% lift in engagement within six months.
- Led a cross-functional team to conduct comprehensive market research and competitive analysis, resulting in a 25% increase in market share for a new healthcare technology product within the first year of launch.
- Spearheaded a global recruitment initiative that successfully filled 15 key marketing positions within six months, enhancing team capabilities and driving a 40% increase in lead generation.

AI Driven Marketing Projects

Career World 4D

January 2026

marketcv.my | Interactive Career Portfolio

- Designed and developed a full-stack web application using generative AI to showcase a 25-year marketing career through an interactive map interface featuring 12 franchise-themed buildings. This innovative approach enhances user engagement and demonstrates advanced technical skills in AI integration.
- Implemented React, JavaScript, responsive design, and UX principles to demonstrate technical proficiency and creative problem-solving capability.
- Created to show systematic thinking and ability to translate complex narratives into engaging digital experiences.

Marketing Flight Planner

gtmdata.xyz | B2B GTM Assessment Tool

- Built interactive assessment application helping B2B marketers evaluate go-to-market maturity across 6 key dimensions (Strategy, Technology, Data, Content, Team, Metrics).
- Developed scoring algorithm and visual dashboard for actionable recommendations.
- Demonstrates expertise in marketing operations frameworks and consultative assessment methodologies used with enterprise clients.

Skills

Demand Generation & ABM Platforms: DemandBase · 6Sense · Eloqua · Pardot · Marketing Cloud · Adobe/Marketo

CRM & Enablement: Cvent · Salesforce CRM · Qualified.com · Salesloft · Drift · Seismic · HubSpot · Microsoft Dynamics

Analytics & Data Governance: Tableau · Power BI · SQL · Google Analytics (GA4) · Amplitude · Looker Studio · Adobe Analytics

Content, Personalization & Experience: ON24 · Folloze · Pathfactory · Pendo.io · Sprinklr · Qualtrics · Crazy Egg · HootSuite

Languages: Portuguese · Spanish

Education

Boston University

Bachelor of Science (B.S.) | Business Administration (Minor in Organizational Behavior)