

# Christopher M. Thomas

London, UK

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## SUMMARY

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As an assiduous and results-driven marketing and revenue operations leader, I possess a wealth of experience in marketing automation and the comprehensive marketing technology stack at both large and small companies and across a variety of industries. I have consistently demonstrated expertise in successfully implementing and managing a tech stack at scale, ensuring compliance within myriad privacy regulations, driving sales and marketing automation initiatives, optimizing processes, and enabling advanced data analytics to drive sales and increase efficiencies.

## EXPERIENCE

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### **Director, Marketing Operations**

April 2022 - May 2023

**Rossum.ai**, Prague, Czech Republic (Remote)

- Managed and implemented a comprehensive marketing tech stack for a start-up, integrating A/B testing tools and advanced lead scoring and segmentation methodologies. Achieved optimized campaign effectiveness, enabled targeted and personalized marketing approaches, and drove higher ROI.
- Implemented Marketo marketing automation, leading to improved lead conversion rates, streamlined processes, enhanced engagement, accelerated sales cycles, and increased conversion rates.
- Created and implemented key functionalities, processes, and documentation to strengthen the marketing function. Ensured smooth operations, increased team productivity, and provided the necessary infrastructure to accommodate rapid growth and expansion.

### **Global Head, Marketing Automation**

December 2017 – April 2022

**DXC Technology**, Tysons Corner, VA (Remote)

- Successfully oversaw and optimized all facets of DXC marketing automation, leading the seamless migration from Eloqua to Marketo at a Fortune 500 company resulting in improved campaign effectiveness, enhanced lead generation, and streamlined marketing operations.
- Evaluated, implemented, and meticulously documented multiple third-party tools into the DXC marketing technology stack, optimizing functionality and enabling comprehensive marketing capabilities.
- Acted as the key steward of global marketing GDPR compliance efforts, overseeing various assessment processes and implementing real-world solutions to ensure regulatory compliance.

### **Senior Manager, Systems & Analytics**

September 2014 – December 2017

**Tribridge, Inc.**, Tampa, FL (Remote)

- Optimized marketing automation capabilities by designing, implementing, and effectively managing multiple Marketo instances and integrations for three business units.
- Developed comprehensive reporting functionality for global sales teams, delivering actionable insights that empowered data-driven decision-making across all organizational levels.
- Streamlined processes and fostered improved collaboration by managing sales and marketing CRM support. Implemented integration improvements to optimize workflows, enhance data accuracy, and drive operational efficiencies.

### **Manager, Global Targeting & CRM**

November 2011 – September 2014

**Syngy, Inc.**, Chester, PA

- Owned the Syngy CRM system and successfully managed the transition from SFDC to Microsoft Dynamics, ensuring a smooth migration process and seamless continuity of CRM operations.

- Implemented Marketo and established the marketing automation practice, enabling targeted and personalized campaigns, improving lead generation, and enhancing overall marketing efficiency.
- Led a dedicated group responsible for prospect and client data maintenance, ensuring data accuracy, integrity, and compliance with regulatory requirements.

#### **Manager, List Processing**

March 2011 – June 2011

**Energy Plus Company**, Philadelphia, PA, USA

- Optimized list construction for direct and telemarketing channels across North America, ensuring precise targeting and effective lead generation. Streamlined processes, implemented strategies, and utilized forecasting algorithms to enhance the efficiency, accuracy, and effectiveness of list building, while maximizing campaign NPVs through data-driven insights.

#### **Specialist, Database Marketing**

August 2008 – March 2011

**VWR International**, Radnor, PA, USA

- Oversaw the management of the North American marketing database, ensuring the successful segmentation and distribution of 1.3M literature pieces annually. Streamlined processes and optimized campaign execution, resulting in improved targeting and increased marketing effectiveness.
- Designed and developed ad hoc databases to enhance decision-making capabilities thus facilitating success reporting, statistical analysis, and data set evaluation.

#### **Manager, Operations**

November 2007 – May 2008

**SAP America**, Newtown Square, PA

- Led and successfully executed web presence development projects for corporate initiatives valued up to \$150M, ensuring alignment with business objectives and delivering impactful results.
- Implemented enhanced metrics tracking programs to measure the direct impact of the group on field sales, providing valuable insights for performance evaluation and informed decision-making.

#### **Lead Engagement Analyst**

April 2007 – November 2007

**SAP Global**, Newtown Square, PA

- Supported Nielsen award-winning portal upgrade initiatives by leveraging data analysis and site landscape assessment, resulting in enhanced functionality, improved user experience, and the successful maintenance and support of the corporate value engineering library.

### **EDUCATION**

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#### **Widener University, 2006**

Chester, PA

**Master of Business Administration, MBA**

#### **Goldey-Beacom College, 2004**

Wilmington, DE

**Business Administration and Marketing Management, BS**

### **TECHNOLOGY SKILLS**

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Marketo, HubSpot, Eloqua, ClickDimensions, Pardot, SFDC, Microsoft Dynamics, Domo, PowerBI, Bizible, GoodData, Tableau, Google Analytics, GTM, Mutiny, MadKudu, DemandBase, CallRail, Slack, Digesto, VidYard, HootSuite, GoToWebinar, Zoom, Uberflip, LinkedIn, Facebook, LeanData, Calendly, ClearBit, Zapier, GoogleAds, InstaPage, Optimiser, SalesLoft, OneTrust, CookieYes, Microsoft Excel, Microsoft Access, EventusAI, SAP BEx Analyzer, Oracle Browser, Atlassian products, etc.