

Global Fractional Marketing Director with 25+ years driving market penetration for technical leaders in Aerospace, Automotive, and 3D Printing. I provide elite, senior-level strategy and execution without the overhead of a full-time executive hire. Trilingual and US/EU authorized, I bridge the gap between international markets with omnichannel GTM frameworks that translate complex engineering into high-ROI global growth.

STRATEGIC EXPERTISE

- Global Go-To-Market (GTM) & Growth Strategy
- Full-Funnel Demand Gen & Performance Marketing
- Marketing Analytics & Multi-Touch Attribution
- Fractional Leadership & Cross-Cultural Orchestration
- Strategic Positioning & Multi-Channel Brand Equity
- Budget Optimization & Sales-Marketing Alignment

PROFESSIONAL EXPERIENCE

FRACTIONAL MARKETING DIRECTOR | ELIKYA Digital 2011 - PRESENT

Full-Suite Marketing Leadership & Global Market Entry

- **Fractional Leadership & Cost-Efficiency:** Serve as a high-impact alternative to full-time executive hires, providing end-to-end marketing leadership—including creative direction, budget management, and long-term strategy—at a fraction of the cost of a permanent Senior Director.
- **Global Channel Strategy & Market Entry:** Orchestrate international expansion by architecting robust distributor enablement frameworks. Standardize culturally nuanced brand assets and co-op lead-gen workflows to ensure a seamless "marketing-to-sales" bridge between the organization and its global partner network.
- **Full-Funnel Operational Oversight:** Architect and manage the complete marketing "machine," from high-level P&L and budget optimization to the hands-on development of SEO/PPC and digital content ecosystems, ensuring all activities align with aggressive growth targets.
- **Revenue Operations (RevOps) Optimization:** Streamline marketing spend and lead-generation workflows, replacing fragmented vendor management with a unified, data-driven framework that has consistently increased client revenue.

MARKETING DIRECTOR | 3D SYSTEMS 2015-2018

- **Strategic Marketing Development:** Developed and executed comprehensive strategic marketing assets (content marketing, digital advertising) to directly drive sales and lead generation efforts. Managed a \$2.6M marketing budget.
- **Cross-Functional Alignment:** Partnered with R&D and Sales teams to ensure product launches and promotional efforts aligned with overall business objectives.

GTM STRATEGY DIRECTOR | ELIKYA Studio 2023 - PRESENT (*Exit Phase*)

Launched & Scaled Innovative Turnkey Housing Venture

- **GTM Architecture & Pipeline Engineering:** Orchestrated the end-to-end Go-To-Market strategy, building a high-conversion sales pipeline from zero. Leveraged targeted digital acquisition and strategic outreach to establish a dominant market presence.
- **Strategic Ecosystem & Partnership Management:** Developed a scalable framework of institutional partnerships (financial and operational) and standardized complex multi-stakeholder workflows to reduce project lead times.
- **Performance Analytics & Investor Relations:** Designed financial modeling tools and ROI-focused investor guides that accelerated the sales cycle and provided the data-driven foundation for the venture's successful scaling and transition.

GLOBAL SENIOR MARKETING | GRAVOTECH 2006-2014

- **Global Brand Orchestration:** Architected and deployed unified worldwide demand generation frameworks that synchronized digital campaigns across 3 regions, ensuring brand consistency and cross-border scalability.
- **Global Marketing Operations:** Led a multi-regional team of 7 (US, MX, APAC) in the strategic execution of international trade shows and industry events, optimizing vendor management and cross-functional coordination to drive maximum brand impact across global markets.

SENIOR MARKETING | MARKEM-IMAJE 2014-2015

- **Global Partner Management:** Developed and executed marketing campaigns for global partners, effectively managing the promotion, positioning, and branding of products and services.

SIGNATURE IMPACT & MEASURABLE RESULTS

- REVENUE GROWTH**
 - Engineered lead-gen frameworks generating **\$28M in new revenue** and increasing lead-to-opportunity conversion by 25%.
- BUDGET MANAGEMENT**
 - Directed global **annual budgets of \$2.6M**, maintaining 100% accountability for performance against corporate P&L objectives.
- PAID SEARCH (PPC)**
 - Optimized \$1.2M in annual performance spend, significantly reducing CPA while scaling lead volume in technical sectors.
- DEMAND GENERATION**
 - Spearheaded multi-channel growth strategies driving a **300% YoY increase** in qualified leads for Aerospace and Automotive lines.
- DIGITAL STRATEGY**
 - Orchestrated SEO and digital initiatives delivering a **61% YoY increase** in global website traffic and market reach.
- BRAND EQUITY**
 - Standardized a global branding framework that increased competitive market share and established a high-intent customer base.
- CHANNEL STRATEGY**
 - Architected a strategic marketing bridge between the organization and its global distributor network, standardizing co-op marketing assets and lead-gen workflows to ensure brand consistency and high-intent customer acquisition.

EDUCATION

A.S in Graphic Design

2004-2007 **[Dean's Award]**

Art Institute of Pittsburgh, USA

Global Logistics & Supply Chain Mngt

1995-1997

Alexandre Dumas, France

Professional Diploma in Accounting

1993-1995

Saint-Joseph, France

STRATEGIC TOOLS

- Lead Gen & Intelligence:** Apollo.io, LinkedIn Sales Navigator
- CRM/RevOps:** HubSpot, Salesforce
- Analytics:** GA4, Search Console, SEMRush
- Advertising:** Meta Business Suite, LinkedIn, Google Ads
- Automation:** Marketo, Pardot, Mailchimp

ORGANIZATIONS

FACC ATLANTA-SOUTHEAST

Board Member (Second Mandate: 2022–Present)

Elected to facilitate cross-border expansion for French and US firms, providing strategic GTM guidance and market-entry support across both territories.

LANGUAGES

ENGLISH Fluent

SPANISH Fluent

FRENCH Native

ITALIAN Novice