



Grant Johnson

CMO

About Grant Johnson

A results-driven 6X CMO with a proven track record growing revenue by 10x and seven successful exits, Grant serves on executive teams, drives transformational change, and delivers consistent profitable growth. A trusted leader with exceptional interpersonal and communication skills, he builds, mentors, and retains high-performance teams that exceed corporate goals. A full-stack ROI marketer with deep expertise in all functional areas, he delivers quick staff assessment.

How Grant has Helped Businesses Grow

- Generated a \$100 million pipeline at Billtrust via ROI-based demand programs with a 10:1 return. Elevated market presence, doubled share of voice, tripled LinkedIn followers, dominated G2 competitive rankings, and won key analyst reviews.
- Launched a new global brand at Emburse bringing seven business units into a unified structure. Exceeded 60% contribution target, increasing net new and expansion pipeline. Help achieve a \$50 million bookings contribution, creating a cross-functional team to drive cross-sell success.
- Added 40% in new bookings attainment to diversify revenue at Emburse. Delivered a 200% inbound increase, revising market positioning and transformed the Web into an inbound lead machine.
- Helped double revenues to \$700 million at Kofax, unifying a global marketing organization across three distinct companies. Drove ABM, cross-sell programs, \$1 billion pipe and 4x marketing ROI.
- As a key exec, helped more than doubled revenues from \$212 million to \$550 million at Pegasystems. Boosted demand generation, digital, partner and product marketing Expanded into eight industry verticals.
- Drove more than 100% increase in qualified leads, opportunities, and pipeline at Guidance Software, delivering high performance sales and marketing campaigns. Led the transformation of sales and marketing systems.

Executive Experience

- Chief Marketing Officer, Billtrust
- Chief Marketing Officer, Emburse
- Chief Marketing Officer, Cylance (Acquired by Blackberry)
- Chief Marketing Officer, Kofax (now Tungsten Automation)
- Chief Marketing Officer, Pegasystems (PEGA)
- Chief Marketing Officer, Guidance Software (Acquired by OpenText)
- Vice President Marketing, FileNet (Acquired by IBM)

Expertise

Industry Experience

- SaaS
- Technology
- Financial Services
- Cybersecurity
- Software
- Computer Products
- Medical Technology
- Fintech

Specialties

- Demand Generation
- Go-to-Market Strategy
- Brand Strategy/Refresh
- Growth Strategy
- Market Penetration and Growth
- Digital Marketing
- Product Marketing
- Channel Marketing
- Martech
- Communications
- Analyst Relations
- Public Relations
- Positioning
- Messaging
- Planning
- Web Marketing

Education

- MBA, Pepperdine University
- BA, Political Science, UC Santa Barbara

Contact Information

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