



Jeff Spicer

CMO

About Jeff

With over 25 years of growth-marketing in Fortune 50, midsize, and startup B2B companies, Jeff scales for growth, builds customer and user-centric programs, and creates differentiated brands that define categories and drive growth. A full-stack Chief Marketing Executive, he brings corporate objectives to life, strategizing for growth and jump-starting revenue while overcoming internal growth blockers. Experienced at moving companies into significant growth after periods of stagnation, he built the world's largest data and analytics community for Oracle and doubled IBM Analytics SaaS business. Helping companies through periods of transformation, he skillfully aligns marketing organizations to evolving corporate goals.

How Jeff has Helped Businesses Grow

- Drove two consecutive years of 2X ARR growth from starting revenue of \$15 million for venture-backed startup.
- Drove annual 2.5X growth against a \$78 million base developing a growth plan for IBM Analytics' SaaS portfolio.
- Grew revenue by 25% over five quarters for established B2C company, Green Dot, after developing first-ever customer-retention strategy.
- Increased marketing contribution to sales pipeline 70% for midsize company segmenting product offerings and aligning marketing to customer buying habits.
- Built one of largest technology communities comprising nearly 15 million active members at Oracle.

Executive Experience

- Chief Marketing Officer, Rimini Street
- Chief Marketing Officer, Yellowbrick
- Chief Marketing Officer, Green Dot
- Chief Marketing Officer, IBM Analytics
- Vice President, Digital, Brand, and Events Marketing, VMware
- Vice President, Brand Marketing, Oracle

Expertise

Industry Experience

- Technology
- SaaS
- Financial Services
- Artificial Intelligence (AI)
- Retail

Specialties

- Growth Strategy
- Demand Generation
- Go-to-Market Strategy
- Market Category
- Brand Strategy

Education

- M.A., University of Minnesota
- B.A., Luther College

Contact Information

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