

# JUSTIN PANZER

GROWTH MARKETER, SALES ENABLER, ANALYTICS-DRIVEN STRATEGIST

## PROFILE

Contemporary marketing leader building and nurturing deep connections between brands and markets by creating original, benefits-based communication programs and employing strategic, metrics-driven management frameworks to enable and empower team members.

## CONTACT

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## SKILLS & EXPERTISE

### Marketing

- Marketing Strategy & Operations
- Digital & Content Marketing
- Advertising & Communication
- New Product Introduction
- Sales Lead Generation

### Technology and Tools

- Marketing Technology
- CRM, Marketing Automation
- Google Analytics, DataStudio
- Google AdWords
- Web & Graphic Design

### Strategy and Management

- Strategic Planning
- Financial Management
- Product Management
- Leadership & Mentorship
- Team Building

**Industries:** Software, SaaS, Marketing Technology, Event Management, Wireless/RF/Microwave, Telecommunications, Electronic Test & Measurement, Electronics Manufacturing.

## PROFESSIONAL EXPERIENCE

2018 - Present

### ZESTRON CORPORATION

#### Head of Americas Marketing

- Lead all product marketing, branding, and thought leadership efforts from strategy to execution and analysis starting with the refinement of value propositions and buyer personas.
- Increased sales qualified lead generation by 80% through multi-channel marketing with emphasis on creation of educational content and benefits-oriented product collateral.
- Analyzed past SEO performance to re-orient keywords strategy which resulted in 3.5x Google Ads impressions and 150% click-through-rate (CTR) while reducing cost per click (CPC) by 55%.
- Automated all marketing operations with implementation of Marketing Automation platform (Hubspot), cloud-based project management (Asana and Slack), and analytics/business intelligence (Google Data Studio) to improve efficiency in content creation and conversion velocity on leads.
- In partnership with Human Resources, instituted an internal marketing campaign to foster team member collaboration and meet employee retention objectives.

2013 - Present

### EVENTUOSITY, LLC

#### Founder & CEO

- Define product features and go-to-market strategy for a cloud-based marketing technology platform adopted by over 100 organizations globally.
- By identifying and filling a functional gap in the existing martech ecosystem, aided customers in achieving marketing cost reductions of more than 30% on average.
- Created and manage a multi-channel lead generation, nurturing, and measurement program to build worldwide brand awareness and generate an annual sales opportunity pipeline.
- Consult with clients on strategic marketing and face-to-face marketing planning.
- Secured external capital to fund operations. Maintain ongoing relationships with investors including periodic financial reporting.

2012 - 2014

### TEKTRONIX (A DANAHER COMPANY)

#### Director, Marketing Operations

- Redesigned the marketing and sales support function for several product lines that had been underperforming in terms of revenue and sales opportunity creation resulting in 110% revenue target achievement.
- Stimulated a 75% increase in lead generation through the implementation of a comprehensive communications program which included content and thought leadership, public relations, print and digital advertising, and event marketing elements.
- Reduced lead-conversion cycle and time-to-revenue period for new products by approximately 33% by employing agile marketing concepts and metrics-based decision support structures.

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2011 - 2012

## JDS UNIPHASE

### Group Leader, Go-To-Market

- Guided a cross-functional team responsible for the market launch of new products that exceeded first-year revenue objectives by an average of more than 20%.
- Improved key branding and lead conversion metrics by 250% through digital and traditional marketing, trade shows, and product tour programs.
- Aligned portfolio and brand strategy of three acquired companies with those of acquiring company during a period of high merger and acquisition (M&A) activity.

2003 - 2011

## ROHDE & SCHWARZ

### Head of Marketing - North America (2006 - 2011), Product Manager (2003 - 2006)

- Built the first non-European based marketing and communications team for an electronics equipment manufacturer that increased annual North American revenue from \$80M to \$350M within five years.
- Implemented a go-to-market methodology that grew the contribution of new products (less than 18 months old) to over 60% of total sales.
- Instituted a sales training program with focus on moving from technical features to customer value.
- Maintained an ongoing training and technical certification program for over 200 sales and support personnel.
- Constructed the company's first marketing analytics to quantitatively measure performance.
- Owned P&L for six product lines across four business units with average year-on-year profitability increase of 10%.

1999 - 2002

## SIEMENS INFORMATION & COMMUNICATIONS NETWORKS

### Senior Product Line Manager

- Led all field marketing activity, including sales proposal creation, for emerging technology solutions resulting in company-record top line revenue in targeted geography.
- Recruited and managed sales channel and technology partners to extend market reach.
- Represented company in multiple industry bodies as presenter, conference speaker, and contributor to definition of technology standards.

1997 - 1999

## POWERTEL, INC.

### Manager - Product Marketing (1998 - 1999), Product Manager (1997 - 1998)

- Introduced numerous new products, that were often first-to-market in their respective categories, generating over \$100M in top line annual revenue. Responsible for product lifecycle management from concept to obsolescence.
- Created and managed a market research function to identify and capitalize on new market opportunities.
- Promoted within months of hire to team leader with P&L responsibility for all company product lines.

1993 - 1997

## BELL ATLANTIC MOBILE/PRIMECO PERSONAL COMMUNICATIONS

### Marketing Analyst (1995 - 1997), Assistant Manager - Market Planning (1993 - 1995)

- Provided demographic and market segmentation analysis necessary to build valuation models and sales forecasts for creation of new subsidiary.
- Earned a role in resulting subsidiary to provide research and analysis as input to strategic business decisions.
- Managed the development of a marketing information system that was successfully introduced to four sister companies, creating incremental revenue stream for the organization.

## PROFESSIONAL ACTIVITIES, ORGANIZATIONS, & ACHIEVEMENTS

- Board Member, Meeting Professionals International - Middle PA Chapter (2015 - Present)
- Editorial Advisory Board Member, Pennsylvania Meetings + Events Magazine (2015-Present)
- Board Member, Business Marketing Association - Philadelphia Chapter (2014-2016)
- Published author and contributor in multiple technology periodicals (2007-2010, 2012)
- Awarded Rohde & Schwarz "Platinum Club" honors for recognition of outstanding performance (2006, 2007, 2009)
- Editorial Advisory Board Member, Wireless Design & Development Magazine (2007-2012)
- Secret Level Security Clearance granted by United States Department of Defense - October 2012 (EXPIRED)
- US Patent # 7,164,354, RFID Child Protection System. Issued January 2007

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## EDUCATION

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**1997 - 1999**      **AUBURN UNIVERSITY**  
Master of Business Administration (MBA)

**1990 - 1995**      **DREXEL UNIVERSITY**  
Bachelor of Science - Business  
Administration

## PERSONAL/COMMUNITY

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- USA Hockey Level 5 certified coach
- 10U Head Coach, Marketing Director - Hartley Hockey High Intensity Camp
- Coordinator, Baltimore Youth Hockey Club Coach-in-Training Program
- Alumni Ambassador - Drexel University Admissions
- Member, Technology Leaders of the Delaware Valley Executive Peer Group