

JUSTIN PANZER

📍 Pikesville, Maryland

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PROFILE

Marketing Leader. Growth Accelerator. Transformative Strategist. An accomplished senior marketer creating inventive strategies, shaping high-performing teams, and implementing data-backed processes proven to accelerate brand, portfolio, and revenue growth.

HIGHLIGHTED ACHIEVEMENTS

- Created and implemented a multi-channel marketing strategy that increased sales qualified lead generation by 80% while cutting year-over-year marketing spending by 20% (Zestron Corporation).
- Built a globally-recognized company and brand that launched an industry-first, software-as-a-service (SaaS) platform adopted by over 100 clients worldwide (Eventuosity, LLC).
- Recruited, trained, and led an award-winning product marketing team that stimulated 5-year revenue growth of \$80M to \$350M (Rohde & Schwarz, Inc.).
- Instituted a go-to-market framework that accelerated time-to-revenue of new products by more than 50% (Rohde & Schwarz, Inc.).
- Directed a cross-functional (marketing, engineering, operations, sales) project team that conceived of and introduced North America's first prepaid mobile service generating over \$16M in annual top-line revenue (Powertel, Inc.).

CORE COMPETENCIES

Marketing

- Marketing Strategy
- Marketing Operations
- Digital Marketing
- Product Marketing
- Go-To-Market/Product Launch

Technology and Tools

- Marketing Automation and CRM
- Marketing Analytics
- Search Engine Marketing (SEM)
- Digital Advertising (PPC)
- Web & Graphic Design

Strategy and Management

- Strategic Planning
- Digital Transformation
- Product/Portfolio Strategy
- Leadership & Mentorship
- Agile Management

PROFESSIONAL EXPERIENCE

BurnAlong, Inc.

September 2019 - Present

Director of Marketing - Partnerships

- Created and implemented the demand generation, product marketing, and sales enablement frameworks required to recruit and scale a highly-engaged ecosystem of content partners at 4.5x prior pace.
- Set messaging and channel strategy for digital marketing programs (PPC, search, email, paid social) that has resulted in 150% increase in successful lead conversion.
- Shape product strategy and go-to-market programs in close collaboration with engineering to facilitate market adoption and optimize user experience of B2B and B2C SaaS platform.
- Instituted marketing best practices to maximize efficiency and effectiveness including automation of core operations, technology stack integration, definition of KPI's, and establishing a reporting structure and cadence.

Zestron Corporation

September 2018 - September 2019

Head of Americas Marketing

- Led 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.
- Defined paid search and digital advertising strategy which resulted in 3.5x digital ad impressions and 150% click-through-rate (CTR) while reducing cost per click (CPC) by 55%.
- Built a comprehensive sales enablement program and toolkit which shortened lead conversion time by one-third.
- Cut spending by 20% and optimized efficiency of all marketing operations with implementation of Marketing Automation platform (Hubspot), cloud-based project management (Asana and Slack), and analytics/business intelligence (Google Data Studio).

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Eventuosity, LLC

December 2013 - January 2020

Founder & CEO

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

Tektronix (now Fortive)

Director, Marketing Operations

August 2012 to May 2014

- 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.

JDS Uniphase (now Viavi Solutions)

July 2011 - August 2012

Group Leader, Go-To-Market

- Directed 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 existing roadmap during a period of high merger and acquisition (M&A) activity.

Rohde & Schwarz, Inc.

January 2003 - June 2011

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.
- Defined 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%.

PRIOR PROFESSIONAL EXPERIENCE


- Siemens Information & Communications Networks: *Senior Product Line Manager* (1999 - 2002)
- Powertel, Inc. (now T-Mobile): *Product Manager* (1997 - 1998), *Manager, Product Marketing* (1998 - 1999)
- Bell Atlantic/PrimeCo Personal Communications (now Verizon Wireless): *Marketing Analyst* (1993 - 1997)


EDUCATION


Master of Business Administration (MBA)
Auburn University

Bachelor of Science in Business Administration
Drexel University

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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

PERSONAL/COMMUNITY

- USA Hockey Level 5 certified coach
- Hockey Director - Reisterstown (MD) Sportsplex
- 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