

JUSTIN PANZER

📍 Reisterstown, MD

📞 +1 (443) 538-6465

✉️ justin.panzer@gmail.com

🌐 <https://justinpanzer.com>

MARKETING LEADER, GROWTH ACCELERATOR, TEAM BUILDER

Leading marketing organizations of early-stage and established companies in creating high-growth demand generation, communications, and portfolio strategies and building best-in-class operational structures to successfully execute them at scale. Demonstrated ability to translate data and customer feedback into relatable company vision and effective marketing programs that increase revenue, create strong brand identity, and optimize spend.

CORE COMPETENCIES

- Marketing Strategy • Product/Portfolio Marketing • Go-To-Market • Demand Generation • Branding •
- Partner and Channels Marketing • Content and Digital Strategy • Public Relations • Marketing Automation •
- Marketing Analytics • Sales Enablement • Recruitment, Coaching, and Leadership • Agile/Lean Management •

PROFESSIONAL EXPERIENCE

JACS Solutions, Inc.

June 2021 - Present

Vice President, Marketing & Communications

- As a member of a newly-formed executive leadership team tasked with positioning JACS for long-term growth, I built the brand strategy and the marketing and communications infrastructure to execute it at scale, initially focused on qualified lead generation that created more than \$80M in sales pipeline.
- Designed and launched a brand positioning update that evolved the company's identity from electronics manufacturer to technology solutions provider as evidenced by a 6x increase in organic website traffic, the company's first top-ten position of non-branded keywords, 300% growth in social engagements, and successful entry into several new vertical markets and product categories.
- Oversaw the development of a center of excellence for innovation that improved the organization's digital expertise and technical fluency by adopting point IT solutions (Salesforce, HubSpot, Wordpress, Asana, Jira, ZoomInfo) and integrating them into a functional tech stack providing intelligence and optimized information flow to reduce sales cycle time.
- Introduced a full lifecycle product marketing framework that included market research, value proposition development, go-to-market, training, and sales enablement for over a dozen new hardware and software platforms.
- Established a partner marketing function to recruit new VARs, integrators, distributors, and other channel partners, incentivize them through the use of marketing development funds (MDF) to introduce JACS to new end customers, and support them with training and promotional programs.

CareFirst Blue Cross Blue Shield

May 2020 - June 2021

Marketing Automation Strategy Consultant (Contract)

- Translated business priorities into a martech strategy and led a cross-functional implementation team to extend marketing proficiency in e-commerce, demand generation, lead nurturing, and analytics.
- Established and/or optimized marketing processes to improve campaign execution speed by 60% in order to deliver more timely, relevant, and actionable communications to prospective customers, increasing lead conversion rates by more than 2x in under five months.
- Enabled sales team's successful execution of the go-to-market plan for a new product line by developing a sales enablement toolkit that included pre- and post-sales content, call scripting for internal sales personnel, and buyer personas around which to build messaging and segmentation strategies.

BurnAlong, Inc.

September 2019 - May 2020

Director of Marketing, Partnerships (Contract)

- Created and implemented demand generation, product marketing, and sales enablement frameworks to scale the content partner network for a SaaS start-up at 10x prior pace.
- Led a team of digital marketers in the roll-out of an organic and paid advertising strategy that resulted in 300% increase in inbound lead conversion and reduced average cost of acquisition by one-third.
- Shaped product roadmap and go-to-market programs in partnership with engineering to optimize user experience which shortened on-boarding time by more than 50%.

JUSTIN PANZER

📍 Reisterstown, MD

📞 +1 (443) 538-6465

✉️ justin.panzer@gmail.com

🌐 <https://justinpanzer.com>

Zestron Corporation

September 2018 - September 2019

Head of Americas Marketing

- Transformed marketing from a traditional, out-sourced model to an in-house, digital-first, and data-driven one that increased lead generation by more than 2.5x annually in under three months.
- Established KPI's to measure performance and connect the employee review process to quantitative objectives.
- Redesigned messaging and content strategy to boost marketing ROI, resulting in 3.5x growth in digital ad impressions and 150% increase in conversions.
- Formulated a marketing automation strategy and partnered with IT to oversee a martech stack implementation that improved efficiency, reducing spending by 25%.

Eventuosity, LLC

December 2013 - January 2020

Founder & CEO

- Founded and led a company to deliver cloud-based software solutions to optimize the operations of large-scale, business-to-business marketing events for over 1200 users globally.
- Defined and executed market entry and omni-channel demand generation strategies that drove pre- and post-launch brand awareness and customer acquisition.
- Set innovation roadmap and directed R&D efforts to translate customer feedback and market intelligence into viable platform features and maintain technical competitive advantage.
- Established strong client relationships through interaction with influencers at all organizational levels and all stages of the buyer's journey.
- Developed and maintained relationships with private investors and economic development organizations to successfully raise seed operating capital.

Tektronix, Inc.

Director, Marketing Operations

August 2012 to May 2014

- Reshaped the product marketing function of a distressed business unit to more effectively prioritize initiatives and clearly articulate value to customers, exceeding revenue targets by an average of 10% across three product lines.
- Updated channel and content strategy to grow top-of-funnel demand generation by 75% and partnered with Sales to develop a closed-loop lead nurturing process for improved conversion.
- Applied lean management principles to identify root causes of prior performance shortfalls and make data-backed recommendations on future strategic direction.

JDS Uniphase (now Viavi Solutions)

July 2011 - August 2012

Group Leader, Go-To-Market

- Successfully led the portfolio integration, market launch, end end-to-end lifecycle of organic and acquired products that exceeded annual revenue objectives by an average of more than 20%.
- Directed a cross-functional team in creating an extensive library of promotional and support assets to improve both internal and external understanding of technical product features.
- Supported the business unit's global re-branding effort as the representative subject matter expert in international press, trade events, and product launch tours.
- 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)

- Tasked as the organization's first marketing hire to define branding and product strategy and build a team to elevate North American market presence in support of an aggressive global expansion plan.
- Upon promotion to the senior management team, I recruited, trained, and directed an award-winning product marketing and communications team that drove annual revenue from \$80M to \$350M and overtook the top market share position in the region in under five years.
- Introduced a new product development and launch framework to enable numerous, industry-first innovations and improve time to revenue by up to 50%.
- Instituted and led a globally-adopted sales enablement initiative that included the introduction of account-based marketing programs, an ongoing product and sales training curriculum, and the creation of an extensive set of tools and content resources.
- Fully accountable for P&L of six product lines which consistently exceeded industry profitability benchmarks.
- Published or presented editorial and commercial content in over a dozen media outlets to advance the company's reputation as an authority on industry and technology topics.

JUSTIN PANZER

📍 Reisterstown, MD

📞 +1 (443) 538-6465

✉️ justin.panzer@gmail.com

🌐 <https://justinpanzer.com>

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

PROFESSIONAL ACTIVITIES, ORGANIZATIONS, & ACHIEVEMENTS

- Editorial Advisory Board Member, Pennsylvania Meetings + Events Magazine (2015-Present)
- Board Member, Meeting Professionals International - Middle PA Chapter (2015 - 2019)
- 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

- Founder and General Manager, Foundations Hockey, LLC.
- Hockey Director - Reisterstown (MD) Sportsplex
- 10U Head Coach, Marketing Director - Hartley Hockey High Intensity Camp
- Alumni Ambassador - Drexel University Admissions
- Member, Technology Leaders of the Delaware Valley Executive Peer Group