

# JACKIE KIRCHNER

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## PROFESSIONAL SUMMARY

Strategic B2B marketing leader with 15+ years of experience building and scaling go-to-market, demand generation, and account-based marketing programs and transformation initiatives across enterprise and growth-stage technology organizations. Skilled at translating market insights, customer needs, and business objectives into integrated, data-driven marketing strategies that drive awareness, conversion, and pipeline impact.

## CORE COMPETENCIES

Marketing Strategy & Roadmaps • Account-Based Marketing (ABM) • Demand Generation • Digital Experience Customer Journey Orchestration • Experimentation & Optimization • Program Management • Workflow Design • Data & Analytics • Marketing Transformation • Change Management • Cross-functional Team Leadership

## PROFESSIONAL EXPERIENCE

**Infor (subsidiary of Koch Industries)**  
Global Enterprise SaaS Company, Private

March 2024 - December 2025

### Marketing Director, Account-Based Marketing

*Led global, integrated programs supporting net-new acquisition, customer expansion, and AI product launches across SaaS portfolio; played a key role in building the account-based go-to-marketing function from the ground up.*

- Defined and standardized account segmentation and target account selection with GTM operations, leveraging fit, intent, and engagement signals to align sales and marketing on stage-based account strategies.
- Delivered industry-focused, persona-based ABM programs using a multi-channel approach; influenced \$25M in net-new pipeline and scaled successful plays across regions and portfolios.
- Led cross-functional GTM initiative to drive awareness and consideration for new AI product suite; generated ~\$1M in upsell pipeline within 90 days through customer proof & storytelling model, and sales enablement.
- Designed and executed deal acceleration and opportunity expansion programs, increasing average deal size by 70% and improving sales velocity.
- Built a scalable testing and experimentation framework to reactivate dormant leads, and enable a more efficient, data-driven nurture strategy, delivered 2x improvement in conversion metrics.
- Owned marketing budgets across campaigns and programs, analyzing performance and optimizing spend to improve ROI.

**Cognizant**  
#217 on Fortune 500, Global Enterprise Technology Consulting

April 2019 - May 2023

### Marketing Director, Content Strategy & Portfolio Marketing (April 2020 - May 2023)

*Defined key elements of the operating model for global marketing planning and content execution, establishing centralized frameworks, governance, and enabling platforms to support audience-centric enterprise campaigns at scale.*

- Led the analysis and design of a global integrated Marketing Activity Calendar, establishing a single source of truth for GTM planning and reducing duplicate initiatives by 30% while improving cross-functional alignment.
- Built full-funnel content strategies for enterprise battleground campaigns, driving consistent messaging and coordinated execution across Data & AI, IoT, and Cloud.
- Developed and implemented a content audit process, accelerating SLAs from 5 business days to 2—improving campaign speed-to-market and overall efficiency.
- Led the Global Thought Leadership team through the onboarding of Workfront; migrated 100% of content requests and workflows into the platform, trained 12 users, and served on the global governance committee.

- Designed and launched a Claims Verification process, standardizing how marketing partnered with sales, legal, and brand to validate claims; trained multiple teams, optimized workflows for adoption, and processed 198 claims in the first year.
- Served as a business stakeholder for Adobe CMS/DAM modernization. Defined business requirements, user stories, and acceptance criteria for Thought Leadership, Analyst Relations, Sales Enablement, and Partner content.

**Marketing Director, Account-Based Marketing (April 2019 - April 2020)**

*Led ABM efforts within the Integrated Demand Generation Center of Excellence, contributing to the standardization and rollout of account-based go-to-market motions across priority industries, accounts, and regions.*

- Designed and executed one-to-one and one-to-few account-based programs in partnership with sales leadership, driving a 25% increase in account engagement and improved opportunity conversion.
- Partnered with Industry CMO's to drive demand across priority audience segments.
- Established strong relationships across functions and departments to facilitate better team collaboration in pursuit of shared goals; educated various sales teams on the value of marketing and trained new hires.

**Ellucian**

Global Enterprise SaaS Company, Private

**February 2018 - March 2019**

**Program Manager, Account-Based Marketing**

*Led account-based marketing within the Brand & Strategy team, helping accelerate Ellucian's transition to a more customer-centric, account-driven go-to-market approach and ensuring alignment between brand and demand programs.*

- Led global account-based marketing strategy for competitive takeout campaigns against five major competitors, resulting in 4x lift in engagement with target accounts and \$21M in net new pipeline.
- Served on newly formed team created to reshape go-to-market strategy for greater growth and business impact.
- Implemented a strategic TEAM framework that standardized how marketing and sales targeted, engaged, activated, and measured key accounts in support of corporate growth objectives.
- Partnered with brand leadership to shape a new brand campaign, translating stakeholder input and market feedback into actionable insights and agency direction.
- Won "Marketing Rock Star" award for Outstanding Customer Experience.

**Miller Heiman Group**

Global Mid-Market Professional Services Company, Private

**November 2014 - December 2017**

**Senior Product Marketing Manager**

*Led global product marketing strategy and go-to-market execution, shaping positioning, messaging, and growth initiatives to accelerate customer acquisition, adoption, revenue expansion, and market share.*

- Led successful global launch of flagship product, driving a 75% customer upgrade rate within first nine months.
- Cultivated marketing partnership with industry leader Technology Services Industry Association (TSIA), increasing member interest and engagement by 300%.
- Drove demand through the research-driven, product-aligned "Boss Sauce" campaign, generating 2,000 inquiries.
- Spearheaded account-based marketing program, resulting in 20% of target accounts under contract.
- Won quarterly 'Big Six Award' for efforts driving cross-departmental process efficiencies.

**Additional experience available upon request.**

**EDUCATION**

**Bachelor of Business Administration (BBA), Marketing**

Kent State University | Kent, OH