

DANIEL HEIMLICH

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SUMMARY: Innovative marketing executive with a proven record of building brands and driving demand. Exceptional ability in leading teams and managing execution. Substantial hands-on experience in go-to-market strategy, product marketing, demand generation, business development and customer success.

- Supported more than two dozen companies as an “on-demand” CMO.
- Executed the marketing strategy that grew RightEye’s customer base by 450%.
- Created a marketing machine at Netuitive that helped enable 20x growth.
- Created and implemented programs that generated \$100 million annually for Citrix.

HEIMLICH GROUP | 2012 - 2015 AND PRESENT

On-Demand CMO & Advisor

Provide marketing leadership to emerging high-tech companies as a part-time member of their executive teams. Create marketing strategies, develop messaging/positioning, build global go-to-market plans, manage/hire staff and drive execution.

- Hired by CEOs at more than two dozen technology and service companies.
- Led the development of more than a half-dozen corporate websites.
- Worked as interim CMO at Peer Software (18 months), Decision Lens (13 months) and VirtualWorks (7 months).
- Successfully repositioned three companies for acquisition: Appfluent, Sepaton and Perspica.
- Initiated new product launch strategies, including for ERP Maestro that led to 800% annual revenue growth.
- Originated the strategy for CloudMine to pivot from a mobile infrastructure provider to a digital health company, resulting in a greatly expanded customer base and larger deal sizes.
- Built vertical marketing programs aimed at healthcare, financial, engineering and government.

RIGHTEYE | 2018 - 2019

Chief Marketing Officer

Drove marketing and customer success for a revolutionary eye-tracking technology for healthcare. Developed and executed the marketing strategy that was instrumental in growing customer base from 150 to 700 doctors in 18 months.

- Rebranded and positioned RightEye to concentrate on the vision care industry. Established a strong vertical presence, including 130 articles in the optometry trade press.
- Executed a demand generation program that drove 82% of all new sales.
- Personally directed all of the company’s product marketing, including persona development, messaging and creation of two dozen content assets.
- Implemented the company’s first customer success program, including a highly active online community and resource portal, product training and a “Business in a Box” on-boarding kit.
- Recruited and oversaw a team that executed digital marketing, marketing automation, content syndication, events, public relations and social media.

BLACKBOARD. | 2016- 2018

Vice President, Marketing for North America

Directed marketing for a \$400M division of the world's largest education technology and services company. Responsible for lead gen, partner marketing, customer engagement and retention programs.

- Rebuilt a languishing marketing department into an energized and highly productive team that tightly aligned with the sales organization.
- Assigned increasing levels of responsibility that included the K-12, higher-ed, business and government markets, as well as the Global Demand Center for Europe, Latin America and Asia.
- Revitalized and expanded customer engagement and retention programs with regional user groups, newsletters, community website, educational events and an MVP program.
- Deployed comprehensive set of marketing tactics, including: paid search, third-party online media, digital ABM technology, nurture campaigns, telemarketing, direct mail, public relations and events.

NETUITIVE, INC. | 2004 - 2012

Chief Marketing Officer

Played a leadership role in helping analytics software company grow revenue by 20x in eight years, including 90% growth in 2011. Established Netuitive as an innovator and industry leader as recognized by Gartner and other analysts, industry press and Fortune 500 executives.

- Oversaw product marketing, communications, analyst relations, lead generation, inside sales and alliances.
- Originated Netuitive's sales messaging and differentiated market positioning. Re-branded company and established position as leading provider of "predictive analytics for IT."
- Built a "lead generation machine" targeting Fortune 500 and FTSE 500 companies through highly effective online marketing programs and a methodical, closed-loop follow-up process.
- Created and managed an inside sales team that generated 70% of new business pipeline.
- Established public relations and analyst relations program that generated widespread coverage among top industry publications, bloggers and analysts. Acted as primary company spokesperson.
- Conceived and launched (stealth) online industry publication APMdigest.com, which boasts a subscriber base of 50,000+ and attracts advertisers such as HP, CA and VMware.
- Successfully positioned Netuitive to win every major industry award: Best of VMworld, CODiE, Deloitte Fast 50, Red Herring 100, eWeek Excellence.

TIGI CORPORATION | 2003

Vice President of Marketing

Led market re-launch of this solid state disk (SSD) manufacturer that reversed 12+ months of stagnant sales.

CITRIX SYSTEMS | 1996 – 2002

As the software company's 88th employee, played a leadership role in helping to drive Citrix revenue from \$14 million at the beginning of 1996 to \$600 million and 1800 employees in 2001. Chosen to lead new strategic initiatives that marked important milestones for Citrix's growth, which together generated \$100+ million annually.

Director of Solutions Marketing (2001 – 2002)

- Designed and launched the "solutions framework," representing a fundamental shift in the company's go-to-market strategy, and regarded as key in helping to generate \$70 million in enterprise sales.

Director of Marketing, Internet Business Unit (iBusiness) (1999-2001)

- Led all aspects of iBusiness marketing including market positioning, media and analyst relations, product licensing, collateral materials, advertising, online marketing and partner programs.
- Drove marketing initiatives that led to Citrix becoming the application services technology leader (now called SaaS) according to Gartner, The New York Times and The Wall Street Journal.

Product Manager of Citrix Worldwide Services (1998-1999)

- Developed and launched Subscription Advantage, the company's first software maintenance service, providing a recurring revenue stream that generated \$83 million in 2001.
- Oversaw the Citrix Authorized Learning Center channel program. Built new courses in four languages, increased training revenue by 200% to \$4.3 million and enabled 7,000 new Citrix Certified end users.

Product Marketing Manager (1996-1998)

- Led Citrix's entire demand generation program (except corporate shows). Bolstered sales-lead generation by 110% in less than 12 months through targeted direct mail, telemarketing and regional trade shows.

VOLUNTEER: Network for Teaching Entrepreneurship (NFTE), Junior Achievement, Kingsbury Learning & Wellness Group.

HOBBIES: Wilderness exploration, mountain biking, yoga, theater, poker, reading.

TRAINING: Sandler Sales System, Dale Carnegie (public speaking and sales courses), Toastmasters, Franklin Covey, Sirius Decisions, Pragmatic Marketing, Challenger Marketing, Hubspot Content Marketing Certificate.

EDUCATION: Tulane University B.A. Economics New Orleans, LA