

Account Executive

Shannon Swenson

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EXPERTISE

Business Development, Customer Success, Digital Transformation, Digital Marketing, Product Strategy, User Journeys, Program Management, Design Thinking, Challenger Branding, Partnerships, Entrepreneurship, Leadership, Mentoring

INDUSTRIES

Technology, Financial Services, Marketing, Advertising, Media, Automotive, Industrial Controls, Med Tech, Consumer Electronics

I bring people together
to grow business.

Read 27 Peer Recommendations
<http://linkedin.com/in/shannonsswenson>

See 15 Impact Studies
<http://shannonswenson.com/work>

I lead cross-functional teams through strategic growth via customer success.

Working with startups, institutions, and enterprise organizations, I have been a leader in digital systems since founding one of Austin's first web service agencies in 1997.

My career tracks hallmark innovations in business from IT services and data modeling through major phases of automated marketing for the modern web on agency and client-side teams.

I am currently steeped in the third digital wave of smart product design via Enterprise SaaS, embedded systems and IoT with real go-to-market success.

I offer executive skills in digital business leadership.

Business Development

Consultative sales (formal training in Sandler, Kaplan & Force Management methods), relationship management, brand, partner & analyst relations, customer success, leadership mentoring

Program Management

Performance marketing, content, e-learning, search, resource management, channel optimization, social, mobile, events, data & analytics, agile methods

Product Management

Strategy, holistic experience, thought leadership, market research, consumer insights, IoT, SaaS

WORK

2017 to 2020

Senior Director, Account Executive, WordPress VIP

I helped grow enterprise SaaS business 50% YoY via branding, analyst and partner relations, and direct sales to CMOs and CTOs. Automattic is a global leader in distributed workforce tooling and best practices.

AUTOMATTIC

2016 to 2017

Principal Offering Manager

I led a team of designers and developers launch digital products that helped business leaders connect with the people they serve.

IBM

2015 to 2016

Vice President, Business Development

I helped brilliant people at great companies design and build innovative products, and then bring them to market.

FirstView
From Concept to Product

2010 to 2015

Senior Manager, Digital Marketing

I led digital marketing and brand programs within the fastest growth sector of the firm, Retirement Planning Services.

**charles
SCHWAB**

2009 to 2010

Director, Digital Production

I extended the service offering of this traditional agency to include integrated digital media campaigns for brands.

SW

2008 to 2009

Manager, Technical Services

I produced social learning centers, branded product communities and customer research PaaS products.

powered

2007 to 2008

Senior Interactive Producer

I launched web apps, microsites, mobile, rich & social media campaigns for global brands during the agency's transition to digital services.

GSD & M

1997 to 2007

Founder

I co-founded one of the first web agencies in Austin earning business & industry awards for innovation and design in digital products.

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ABOUT ME

I am a devoted husband, father and volunteer leader in my community. I enjoy connecting with new people and old friends alike. I'm an avid reader and a fast-learner amid a myriad of classical and modern pursuits.

GUIDING BUSINESS PRINCIPLES

Lead people. Manage things.	Avoid irrational people.
Foster partnerships. Include everyone.	Don't be scared.
Great design reveals a greater purpose.	Don't ship \$#%!†!
Technology is made for people, not vice versa.	Fail Fast.

Gallup Top 5: Belief, Self Assurance, Positivity, WOO, Communication
Myers-Briggs: ENTJ

ACHIEVEMENTS

HONORS & AWARDS

Top Sales, 2020, Automattic, WordPress VIP Enterprise SaaS, 140% OTE, 10x company growth in 3 years to \$30M ARR
IBM Squad Excellence Award, 2017, IBM, Digital Business, #1 of 60 squads within first year
Marketing Excellence Award, 2014-15, Charles Schwab, RPS digital marketing
Cannes Lion Finalist, 2008, Cyber category, Sr. Digital Producer, BMW 1-series *Rampenfest*
Austin ADDY Awards, 2007, Executive Producer, State Farm *Harvey Knows Best*
Austin Business Journal Top 25 Web Agency in Austin, 1998-2001, Stream Studio
Madam CJ Walker Award, 1998, Highest business growth, Cap City AA Chamber of Commerce
SXSW Webby 1998, Nominee
+ various awards for design excellence in client industries

VOLUNTEER WORK & MEMBER ORGANIZATIONS

Boatman, Cajun Navy, Hurricane Harvey, **Driver**, Mobile Loaves & Fishes; **Entrepreneur Mentor**, Business Invest in Growth, PeopleFund; **Tech Academy Advisor**, American Youthworks, **Crisis Counselor & Advocate**, SafePlace, **Board Member**, CTFCM Diocese of Austin, **Papal Knight Commander**, EOHSJ, **Council Member**, Knights of Columbus, **Parish Council President**, St. Louis King of France, **1st Sgt. Drill Instructor**, Sam Houston Rifles; **Cadet**, UTA Maverick Battalion, U.S. Army ROTC; **Cadet**, TCU U.S. Air Force ROTC; **Cadet**, Civil Air Patrol

EDUCATION

See <http://shannonswenson.com/education/>

CMBA Executive Leadership, 2001, Red McCombs School of Business at UT Austin
BA Psychology, 1996, University of Texas at Austin
Military Science, 1990-93, University of Texas at Arlington
Hard Knocks, Life, Thanks mom and dad

TECHNICAL SKILLS

XHTML, CSS, JavaScript, AJAX, XML, PHP, MySQL, Relational Data Modeling, FileMaker Pro, Linux/Apache, MacOS, DNS Administration, Full-stack SDLC Management, Sandler Sales Method, Operational Finance, Content Marketing, Community Management, UX, UI, Search, Web Analytics.

INTERESTS

Emerging technologies, marketing, product development, integrated media, best practices, community development, leadership, entrepreneurship, business development, real estate, investing, history, literature, Lone Star lore, art & design, culture, marriage, parenting, puzzle games, geocaching, travel, numismatics, Criterion movies, the Grand Canyon, philosophy, theology, toilets, beer, Ren Fest, Route 66, road trips, cars, humor, rock climbing, rafting, camping, National Parks and sleeping under the stars. *Order varies by audience.*

I am privileged to work with the brightest talent at leading companies to solve interesting problems with positive impact.

Here are some of those stories...

ADDENDUM: WORK HISTORY

2017 to Present

Senior Director, Account Executive WordPress VIP at Automattic

AUTOMATTIC

I helped grow enterprise SaaS business 50% YoY via branding, analyst and partner relations, as well as direct sales to CMOs and CTOs.

ABOUT THE COMPANY

Automattic is the company behind WordPress.com, WooCommerce, JetPack, Tumblr and a host of other essential web products. Their SaaS platforms leverage open source software to delivery a major part of the web, including some of the most high profile sites you visit.

MY ROLE

I help global brands adopt the VIP enterprise platform for WordPress. My approach to solution selling allows me to deeply understand our customers business in terms of revenue, costs, risk and innovation. I navigate large organizations to craft complex deals that bring people and partners together. The role plays into my strengths as a coach and teacher, as well as my deep and broad experience in digital, products, IT, sales and marketing.

ACCOMPLISHMENTS

- ✓ Top Sales in 2020 at 140% OTE to beat aggressive growth targets 50% YOY. Direct contribution to 10x growth in three years to \$30M ARR laddering up to \$300M+ in Series D investments.
- ✓ Closed new business with Boeing, Eventbrite, REI, IDG, Culligan and many other small and mid-size accounts. Led account relationships as well as deal flow to key agency and technical partners.
- ✓ Force Management / Command of the Message professional sales training. Orchestrated ABM / ABS on megadeals from opportunity to close & delivery.
- ✓ Led analyst relations presentations, research and pitch teams for Gartner Magic Quadrant and Forrester Wave.
- ✓ Led marketing efforts in pricing, positioning, competitive research, channel optimization and GTM strategies. Led outbound campaigns for target industries from SDR training to workflow.
- ✓ Established Professional Services practice for large accounts. Sold \$2.4M TCv in the first quarter of rollout.
- ✓ Consistently recognized by leadership and colleagues for my contributions to marketing, product and customer success.

BRANDS

IDG
REI
Boeing
Culligan
Facebook
Eventbrite
American Eagle
Hilltop Holdings
Insight Partners
Housing Wire
SFMOMA
Nestlé
Publix

CATEGORIES

CPG
Retail
Fin Tech
Healthcare
Entertainment
Media & Publishing
Enterprise SaaS

ADDENDUM: WORK HISTORY

2016 to 2017

Principal Offering Manager

IBM



I lead a product team of designers and developers within the IBM Digital practice. We specialize in marketplace innovation to help business leaders connect with the people they serve.

ABOUT THE COMPANY

IBM's culture is dedicated to client success through trust, personal responsibility and innovation that matters for the company and the world.

MY ROLE

I lead a digital business squad that binds critical elements of the global IBM product marketplace. Maintaining the product's vision, I drive continuous software delivery for measurable business impact.

Working with a three-in-a-box model of offering management ("what" we do), design ("how" we do it) and development ("when" we do it), I apply a blend of design thinking, agile and kanban methods for iterative improvements via weekly sprints. Strategically, I connect every initiative to driving IBM revenue.

ACCOMPLISHMENTS

- √ Led Provider Workbench from a skunk works stabilization project to an essential component of the IBM Marketplace that drives revenue and eases pain across systems and business units. Valuation: \$0 to \$10MM/yr.
- √ Expanded IBM's catalog of 1st and 3rd party offerings, developer learning courses and cognitive applications from 0 to 1200 listings in just 9 months.
- √ XaaS acceleration through the convergence of core digital platforms between IBM Marketplace and Bluemix, commerce, seller enablement, content management via Aquent & Drupal as well as digital offering readiness across all business units.
- √ Poised the platform for self-service via automated globalization and localization in non-US and non-EN markets.
- √ Shored up a massive backlog of stakeholder requests via reasoned adoption and priority balancing against outcomes that best serve business criteria.
- √ The nuance of these accomplishments meant getting disparate teams to work together and to relinquish territorial silos. It required high EQ, empathy, diplomacy and organizational buy-in during a period of resource poverty.

ADDENDUM: WORK HISTORY

2015 to 2016

Vice President, Business Development FirstView



I help brilliant people at great companies design and build innovative products, and then bring them to market.

ABOUT THE COMPANY

FirstView is a renowned company in embedded systems design, prototype development and mass custom manufacturing for smart IoT products.

MY ROLE

I lead efforts in sales, marketing, client experience & product strategy in automotive, med-tech, industrial controls, security & consumer electronics.

My work encompasses market research, competitive landscape analysis, pricing, and developing IoT architecture to solve complex problems. I leverage senior hardware and full-stack software engineering leads, distribution and capitol finance partners to help clients realize their vision.

ACCOMPLISHMENTS

- ✓ Led smart product strategy and architecture for key clients from market demand to feature-set feasibility to data management and cloud services;
- ✓ Advised clients on key elements of Internet of Things (IoT) product development: wireless connectivity via Wi-Fi, Bluetooth, Zigbee and POE, over-the-air (OTA) updates, data management, cloud services and SaaS;
- ✓ Executive stakeholder on the first infotainment system running Android natively on i.MX6 in a large production automotive CAN-bus application;
See Product: <http://www.peterbilt.com/technology/smartnav/>
<http://www.peterbilt.com/technology/smartlinq/>
- ✓ Shored up key partner relations to expand sales force exponentially;
- ✓ Rapidly closed new business to alleviate client dependencies;
- ✓ Joined CEO & COO in negotiations to restore product manufacturing ops;
- ✓ Leveraged third-party capital resourcing & inventory management to unblock time and money constraints for qualified client projects;
- ✓ Defined operational procedures for lead-gen and account management.

BRANDS

Delphi
Peterbilt
Kenworth
Navdy
Ray
Trago
Stryker Medical
Crestron
Lourou
Lochinvar
Blue Microphones
Brighton Technologies
Medallion Instruments
Pentair
Arrow Electronics
Freescale

CATEGORIES

IoT
SaaS
Med Tech
Automotive
Smart Home
Industrial Controls
Consumer Electronics

ADDENDUM: WORK HISTORY

2010 to 2015

Senior Manager, Digital Marketing

Charles Schwab



Using an agile management style with employee engagement tools, I led enterprise SaaS and digital communications initiatives within the firm's growth sector.

ABOUT THE COMPANY

Charles Schwab is a top financial services firm with a unique business model that is poised to benefit from emerging technology and rising interest rates.

MY ROLE

Using market demand studies, competitive analysis, heuristic reviews of online platforms and trends in user experience, I solicited buy-in from VP stakeholders to improve the B2B and B2B2C experience within Schwab's suite of enterprise offers. My team rolled out digital roadmaps and communications quickly and methodically by partnering with senior experience designers, creative studios and specialized technology groups.

I also led ideation & strategy for the "Own Your Tomorrow" brand integration throughout the largest service group at Schwab. I actively managed programs in paid, earned and owned media for web, social and mobile channels during the introduction of this challenger brand.

ACCOMPLISHMENTS

- ✓ Led the digital marketing strategic vision for a core growth group at one of the most trusted brands in financial services;
- ✓ Conducted competitive & consumer research, and defined digital features and strategic messaging in social, mobile & rich media channels for Schwab Index Advantage, a marquee product innovation serving America's primary retirement savings vehicle, the 401(k) plan;
- ✓ B2B strategic communications for lead-gen acquisition and retention of target customers with \$50M-\$500M in net new assets for the firm;
- ✓ Planning, rollout & support of education and cross-sell B2B2C content marketing programs with \$1M+ annual budgets using internal & external agency partners;
- ✓ Technical consultant for trigger-based marketing communications.

ADDENDUM: WORK HISTORY

2009 to 2010

Director, Digital Production Sanders\Wingo



Working with agency leadership, I extended the service offering of this traditional agency to include integrated digital media campaigns for brands.

ABOUT THE COMPANY

S\W is one of the largest African-American multicultural advertising agencies in the U.S. offering strategic, creative and media solutions in target markets.

MY ROLE

I partnered with account planning, strategy and creative groups to pitch new business and to produce digital campaigns integrated with print, TV/Radio, direct & outdoor campaigns and events. I led business case development, qual/quan & ROI analysis for client executives and ensured rollout of web, mobile and social activity.

ACCOMPLISHMENTS

- ✓ **AT&T:** *28 Days, Swag.* Produced a branded microsite, mobile site, display media and campaigns on Facebook, YouTube & EventBrite for AT&T's celebration of Black History Month. Led social brand monitoring and program analytics to measure impact and inform consumer engagement;
- ✓ **State Farm:** *HarveyKnowsBest.com.* Assumed lead-gen site with 48 webisodes featuring Steve Harvey. Worked on UX/UI improvements, brand monitoring and analytics. Winner of 5 Addys;
- ✓ **Chevy:** *Chevy.com.* Strategic advisor on corporate social & display strategy for SXSW 2010;
- ✓ Initiated agency social media practice to extend the agency's offering.

BRANDS

AT&T
State Farm
Chevrolet
Alamo Draffhouse
El Paso Electric
REDCo
Dyonyx
Knock Music Group
Del Sol Medical Center
Home Depot
Pitney Bowes

CATEGORIES

Wireless
Telecommunications
Healthcare
Utilities
Financial Services
Automotive
Retail
Education
Government
Media

ADDENDUM: WORK HISTORY

2008 to 2009

Manager, Technical Services Powered



I produced social learning centers, branded product communities and customer research channels on Powered's intelligent PaaS to promote product sales.

ABOUT THE COMPANY

Backed by Austin Ventures, and acquired by Dachis Group and later Sprinklr, Powered led world-class social marketing programs that helped defined an industry. Jeremiah Owyang at Forrester recognized Powered's ecommerce platform as a stand-out social media solution with enterprise scale.

During my tenure, Powered acquired three social firms: crayon, Drillteam and StepChange. Together, this cadre enabled the firm to fast-track their full-service offer for social and mobile management.

MY ROLE

I produced a suite of social products designed to leverage product enthusiasts and brand support to promote products in social media. I collaborated with engineers, creative & content teams, community moderators and account managers to produce and manage turnkey learning centers, support communities and product research channels. I managed client content, e-direct communications, integrated merchandizing and web analytics.

ACCOMPLISHMENTS

- ✓ **HP:** Producer of the HP Learning Center in support of HP's line of SOHO and consumer products. \$5M annual budget realized 60% increase in goods sold and received enthusiastic support from HP leadership.
- ✓ **Sony:** Producer of the Sony Learning Center with branded media for product education. Producer of a branded support platform for product enthusiasts via peer-to-peer community sharing. Producer of a crowdsourcing platform for select customers to provide counsel and feedback to Sony managers during the course of product development.
- ✓ **Product Manager:** Producer of lifestyle learning centers and creative sharing centers for **Atkins**, **iVillage**, **Kodak**, **Motorola**, and **Radio Shack**. These ecommerce platforms leveraged user-generated content, product support and opt-in merchandising to generate sales in social channels.

BRANDS

HP
Sony
Kodak
Americasave
Motorola
Radio Shack
iVillage
Atkins

CATEGORIES

Consumer
Technology
Food
Arts & Culture
Lifestyle

ADDENDUM: WORK HISTORY

2007 to 2008

Senior Interactive Producer GSD&M



ABOUT THE COMPANY

GSD&M is a full-service Omnicom advertising agency delivering some of the most memorable campaigns in branding history.

MY ROLE

I launched web apps, micro sites, mobile, e-direct, rich media and social campaigns with \$1M+ quarterly budgets & multiple schedules of dispersed talent. I also provided pitch support to win new agency accounts.

ACCOMPLISHMENTS

- ✓ **BMW: Rampenfest.com.** “The Ramp” campaign for the North American launch of the new 1-Series. Led efforts in buzz marketing, covert social media and technical delivery of a fictitious 35-minute online documentary. BMW pre-sold all U.S. inventory. 2008 Cannes Cyber Lion Shortlist finalist.
CNN: <https://www.youtube.com/watch?v=RzhURhxfNmc>
Case Study: <http://shannonswenson.com/case-study/bmw-of-north-america/>
- ✓ **American Legacy Foundation: BecomeAnEX.com.** Produced free web app to help smokers quit. 65,000 registered members within 90 days + one of largest active communities on Ning.com. *RelearnTriggertown.com.*
Case Study: <http://shannonswenson.com/case-study/become-an-ex/>
- ✓ **John Deere: Deere.com** Flash video delivery of the “Deere Season” product line. Video production, site IA, rich display, media planning.
Case Study: <http://shannonswenson.com/case-study/john-deere/>
- ✓ **World Market:** Strategy for Adobe AIR ecommerce widget and corporate blog. Tech sales support, vendor relations. Managed formal RFP process.
Case Study: <http://shannonswenson.com/case-study/world-market/>

BRANDS

BMW
John Deere
US Air Force
American Legacy Foundation
World Market
Hallmark
Marshall’s
L.L. Bean
Norwegian Cruise Line

CATEGORIES

Media
Retail
Military
Automotive
Transportation
Health & Wellness
Travel & Leisure

2007

Interactive Business Development HC&B Health



ABOUT THE COMPANY

HC&B is a full-service marketing and advertising agency focused on healthcare communications.

MY ROLE

I served a 90-day contract to help identify new digital business and close sales. I consulted directly on SEM/SEO integration, site design, product demos, and digital trends in social media, podcasting and web analytics.

ADDENDUM: WORK HISTORY

1997 to 2007

Founder Stream Studio

ABOUT THE COMPANY

I co-founded one of the first commercial web agencies in Austin earning business & industry awards for innovation and design in digital media. I was responsible for all aspects of agency sales, operations and HR.

We served scores of enterprise, small business, nonprofit, government customers in many categories across the U.S.

List of Accounts: <http://shannonswenson.com/work/all-accounts/>

ACCOMPLISHMENTS

✓ **Technicolor:** Using agile and scrum methodologies, I collaborated with marketing & IT teams at Disney, Miramax, Buena Vista, DreamWorks, Paramount, Sony, Lionsgate, Warner Bros. & Universal Studios to handle supply chain logistics and distribution of print and film assets to North American exhibitors using an iterative digital product that I managed.

During this rapid-growth period, I supplied immediate business continuity, reverse engineered a custom web-based CRM and order management tool to ease dependency and volatility. I managed procurement of capital equipment, established SOPs, backup plans and technical documentation for mission-critical systems, oversaw disaster planning that limited exposure during rolling black-outs and Y2K, as well as gap analysis for the enterprise transition to Oracle.

Acting as a sales support engineer, I helped establish \$1M-\$10M+ sales pipelines plus large single campaign contracts for Technicolor. I also helped early evaluations of connected home and media delivery technologies nearly a decade ahead of the media streaming services that we now take for granted.

Case Study: <http://shannonswenson.com/case-study/technicolor/>

✓ **Dell:** I led high-profile \$1M+ rapid app programs for IT and product marketing lines of business: requirements gathering, scope definition, critical path dependencies, change control, QA and user acceptance testing, regulatory oversight, budgets and talent resourcing.

Typical programs included learning management systems, business continuity planning, product matrices, the integration of new brand identities into digital marcom and ecommerce systems, and train-the-trainer sessions.

Case Study: <http://shannonswenson.com/case-study/dell/>



ADDENDUM: WORK HISTORY

ACCOMPLISHMENTS (cont.)

- ✓ **Southwest Airlines:** I led a cross-functional group to charter a system-wide program to train and certify parts inspectors according to internal and FAA standards. Reporting directly to the Chief Inspector of the airline, I delivered a plan to integrate the Pathlore Learning Management System (LMS) with considerations for costs, timing, functional requirements, QA testing and rollout.



Case Study: <http://shannonswenson.com/case-study/southwest-airlines/>

- ✓ **State of Texas:** I served as a SaaS product manager during the design and development of a web-based platform for law enforcement agents at a medical regulatory agency. I owned modeling & migration, authentication, security, user acceptance testing and roadmap management. Years later I guided the platform's assumption into a shared regulatory system with ten other state agencies, which had never been done before.
- ✓ **City of Round Rock:** Working with Tate Austin, I produced the city's CMS & web video to promote the "Sports Capital of Texas." The campaign boosted convention & tourism revenues via a civic pride campaign in partnership with local hotels and restaurants. Awarded best tourism site beating 500 entries including Boston, Los Angeles and Mexico.

1996 to 1997

Full Stack Web Developer

Power Computing

ABOUT THE COMPANY

Using a rare MacOS license agreement, innovative supply chain and an edgy challenger brand strategy, the company built superior products to cannibalize Macintosh sales. Our success hastened the return of Steve Jobs to Apple and the subsequent rebuilding of the world's largest company.

MY ROLE

I controlled all areas of the software development lifecycle, from server hosting to data modeling to rendered W3 standards, to produce some of the earliest ecommerce systems and k-base systems in retail computing.

Case Study: <http://shannonswenson.com/case-study/power-computing/>

Back in the day...

Those Odd College Jobs!

Growing up I held down dozens of quirky jobs that instilled in me a solid work ethic and plenty of amusing stories :)

<http://shannonswenson.com/work/odd-college-jobs/>



PowerComputing