



Gina von Esmarch

CMO/EVP Marketing

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Seasoned marketing executive skilled in developing strategic and impactful B2B marketing initiatives. Extensive experience in digital transformation, customer experience/retention, brand, content, and shaping corporate narratives for disruptive and innovative brands in the B2B tech space. Collaborates across teams and regions to align offering and create revenue. Builds and manages marketing teams that establish market leadership, brand awareness, and differentiation. Excels at leveraging social media to engage with influencers through clear, and transparent communications.

Repeated success in developing effective Go-To-Market (GTM) strategies and launching bottom-line impact programs through targeted integrated marketing initiatives. Expert at establishing and scaling strategic company positioning amongst third party influencers to build market/product perception, creating strong multi-faceted thought leadership initiatives, crafting large-scale media, analyst, brand awareness, rebranding, and launch campaigns. Excels at delivering best-in-class Analyst Relations, and Voice of Customer programs with impact metrics. Exceptional mix of analytical skills and business acumen to drive business decisions in marketing and sales.

Moreland Associates (Tech Marketing Consultancy)
Fractional CMO

2021 – present

Marketing executive specializing in building market traction.

- Brand Awareness & Management
- Strategic Messaging, Planning & Execution (GTM)
- Integrated Consumer Marketing
- Campaigns & Customer Retention
- Integrated Marketing Campaign Dev
- Multi-channel Social Media
- Content
- Storytelling
- Digital & SEO Optimization
- Revenue Growth & Optimization

SingleStore (Unified Data Analytics Software)
Vice President Marketing

2020 – 2021

Joined SingleStore (S2) when it was pivoting from a start-up database company to a global scale-up company (13M-32M ARR). Reported directly to CEO. Advised executive team on how to build long-term strategic engagement narratives for thought leadership, positioning for acquisition, integrated customer marketing campaigns, and company perception analysis via unconventional thinking and calculated risk-taking. Led international rebranding launch from MemSQL to SingleStore in October '20 during the pandemic, which supported the funding round of \$80M (700M UMV), recruitment of four new C-Suite executives, and the hiring of three board members. Coached, mentored, and led a marketing team of 13. In a year:

- Grew MQL's by 89% and contributed to ARR growth (13M-32M) YoY. Spearheaded internal marketing budget audit saving 38% of redundant spend.
- Orchestrated and produced [\(R\)evolution](#), a global rebranding and launch event, emceed by leading tech journalists, with participation of top tech influencers and industry leaders, garnering 20M UMV of earned media coverage. Built awareness with benchmark program called 'The Know Show', a live bi-monthly LinkedIn Live show with provocative tech topics.
- Increased social media followers by 60%, driving 250,000 new website followers. Optimized home, customer, and blog web pages, resulting in 18% lift in organic search traffic. Published 300+ unique stories and 12 contributed articles in top tier tech media outlets. Analyzed performance metrics, reviewed creative, and brainstormed with stakeholders to create four social media plans per year. Grew S2's LinkedIn engagements: internal by 80% and external by 47%.
- Established a rich multi-channel voice of customer program, improved process, accelerated cadence of impact story pipeline by 93%, and reduced time to publish by 16 weeks.
- Built relationships with 14 analyst firms including Gartner, Forrester and IDC. Secured an invitation to the Gartner MQ for Cloud DBMS and received leadership positions in six reports and mentions in five.

TIBCO (Data Analytics & Infrastructure Software)
Head of Global Analyst Relations & F1 MarComs

2017 – 2020

Architected and led overall analyst relations strategy with a focus on evidence-based storytelling in US, EMEA, and APJ. Reported directly to CMO and CEO. Mentored and led a team of two direct reports and 42 indirect reports.

- Grew participation in evaluation reports by nearly 500% (reports/performance); advisory days from 0-to-10 YoY
- Achieved leadership in 18 reports: worked with sales and voice of customer teams to drive business outcomes.
- Successfully recommended and negotiated three-year contracts totaling \$120M/USD with top three analyst firms.
- Created and executed best practices and playbook by which analyst engagement grew to over 75 conversations per quarter across the three divisions as a team of two.

Mercedes-AMG Petronas Motorsport: Created global awareness via integrated marketing program for each region. Successfully used sport to communicate the benefits of digital business transformation via leveraging data insights and integration to create strong business value.

Voce Communications (Marketing & Communications Consultancy)
Executive Vice President

2004 – 2017

Led all strategic integrated consumer marketing and communications campaigns, corporate message mapping, brand identity development, and content creation across two agency teams. Secured targeted influencer coverage in business, mainstream, and niche publications while collaborating with bloggers for impact driven social media programs. Recruited and led 15-person marketing team in five countries. Clients: PlayStation, NetApp, Socialtext, Ingenico, Fathom Online

PlayStation: Communications strategist to executive team, including corporate issues management, crisis communications, quarterly earnings, global public policy, and corporate social responsibility. Responsible for high impact media, analyst relations, consumer marketing, and reputation management programs.

- Improved social media growth up to 30-40% every year for clients
- Enhanced company awareness up to 200% YoY by developing executive, corporate voice of brand
- Created high-impact analyst relations engagement and relationship centric model across geos (40+ analysts)

Oracle BMW Racing & Moet Cup/2003 & AmericaOne/2000 (America's Cup Challengers) 1997 – 2003
'97/'98 Whitbread Round the World Race Winner
CMO

Responsible for the integrated consumer marketing programs, sales, and communications business units for Larry Ellison's America's Cup Challenger. Created joint marketing programs with Louis Vuitton and ESPN. Successfully pitched features with foremost respected international and national media including ABC (Nightline, Good Morning America), CBS, ESPN, CNN Moneyline/fn, Crier Report, Sports Illustrated, New York Times, Washington Post, Boston Globe, et al. Served as key contributor for new business pitches and developed sponsor positioning and strategy.

Oracle Racing: Successfully sold \$20M/USD in sponsorship (BMW, Compaq, TAG Heuer, Henri Lloyd, Air New Zealand, ANZDL, PolyCom, PTC, Autodesk). Developed all sales materials and new business pitches while working closely with senior management on business development.

MOET CUP: Devised and successfully sold \$250,000/USD in global event sponsorship; negotiated naming rights; managed all sponsor relations; handled all on/off the water hospitality; sold the media and broadcast plans (TV and Internet); developed brand identity.

Education

- Master of Science in Marketing & Communications, Golden Gate University
- Undergraduate Degree: Bachelor of Arts in International Business & Italian, University of San Diego

Languages

- English, Native • Italian, Advanced Fluent • Spanish & French, Comprehension • Basic Sign Language