



ROSE LEE

PARTNER - REVENUE GROWTH
INTERIM / FRACTIONAL CHIEF MARKETING OFFICER,
CHIEF CUSTOMER OFFICER, CHIEF PRODUCT OFFICER



RELEVANT EXPERIENCE

Rose Lee is an international marketing, product marketing management, and customer success executive who has delivered growth and profitability for organizations ranging from startups to \$40+B enterprise organizations. During her distinguished career, she served as:

Vice President Product Marketing, Corcentric - Rose led a comprehensive international go-to-market (GTM) strategy for this industry-leading Source-to-Pay and Order-to-Cash software, advisory and payment services firm. She repositioned complex and large B2B four-way merger, 8+ product portfolio solutions and services for highly targeted personas through campaigns, thought leadership, and strategic product marketing deliverables.

Chief Customer Officer & SVP Marketing, Determine - Rose was responsible for the global marketing strategy, go-to-market, and customer relationships of a \$30M+ enterprise SaaS software company. She and her team of 50 international marketers delivered a 150% increase in revenue and increased customer satisfaction and advocacy by 150%.

Director, International Marketing, Vistage International - For this 21,000-member, peer-to-peer executive membership organization, Rose managed global marketing strategy and growth initiatives that resulted in 20% growth within 18 months.

Vice President, Demand Generation and Customer Marketing, Yobet.com - Due in part to Rose's successful B2C digital marketing, customer stimulation and win-back campaigns, this \$500+M online gaming business was acquired by Churchill Downs, Inc.

Rose held other critical customer success, product and marketing positions with **Boost Mobile, Sprint Nextel** and **MCI**.

PERSONAL STATEMENT

I believe successful marketing must drive new business and customer sales and be measured via bottom-line objectives: increases in sales, profits and customer base. Clients tell me I make the value of complex, multi-tiered services and products clear and compelling to customers.

I'm frequently called on by SaaS, Technology and Consumer Services clients to be a growth architect and serve as an interim/fractional Chief Marketing Officer, Chief Customer Officer and Chief Product Officer who goes deep into ROI Marketing & Analysis, Demand/Lead Generation and Voice of the Customer marketing.

PRACTICE FOCUS

Growth Strategy

- Business Model
- Digital Strategy & Transformation
- Go-to-Market Planning
- Market Assessment & Planning
- Target Marketing

Marketing Services

- Brand Building
- Content Marketing
- Digital Marketing
- Content Marketing
- Demand Generation / Lead Generation / Growth Marketing
- MarTech
- PR, Analyst & Media Relations
- Product Marketing Management

Customer Advocacy, Product Management & Sales

- Account-Based Marketing & Sales
- Customer Advocacy & Success
- Opportunity Management
- Personalization
- Product Portfolio Definition
- Product Dev/Lifecycle Management
- Strategic Alliances
- Voice of the Customer

SECTOR EXPERIENCE

Communications & Networking

- Telecom Service Providers
- Wireless Communication Equipment
- Wireless Service Providers
- Cable Service Providers

Software

- Big Data
- Business / Productivity Software
- Communication Software
- Database Software
- Entertainment Software
- Internet Software
- Multimedia & Design Software
- SaaS

Business Experience

- Enterprise
- B2B
- B2C
- M&A
- Turnaround
- Startup

EDUCATION

San Diego State University

BA, Marketing/Marketing Management

Northwestern University, Kellogg School of Management

Executive Education Series