



ERIC-JAN SCHMIDT



TECHCXO PARTNER - REVENUE GROWTH
FRACTIONAL CMO & GTM OPERATOR |
PE & VC-BACKED B2B SAAS

RELEVANT EXPERIENCE

EJ Schmidt is a Partner in TechCXO's Marketing & Revenue Growth practice, serving PE and VC-backed B2B SaaS and tech-enabled services companies as a fractional CMO and go-to-market operator. His roles have included:

Orange Marketing Consulting (OMC) - Founded in 2019, EJ's consultancy has served clients backed by Siris Capital, Highland Capital Europe, Intel Capital, and Accel-KKR. Recent engagements include identifying \$8-10M in recoverable ARR inside a PE-backed SaaS portfolio company and reducing acquisition spend from \$3.6M to \$2.1M while improving CAC efficiency. Clients have included Spotinst.io, acquired by NetApp for \$450M. He also serves as a board advisor to AIOps company Meibel.ai, where he supported an oversubscribed \$7M seed raise.

VP, Global Marketing — Inventory Locator Service (ILS/CAMP Systems) - At the aviation industry's leading SaaS-based supply chain marketplace, EJ revitalized product marketing, launched seven solutions, improved the PLG motion, and overhauled the MarTech stack — driving 25% ARR growth, 110% net revenue retention, and doubling lead volume and pipeline quality.

VP, Global Marketing (CMO) — Stratus Technologies - (PE-backed, \$160M revenue) EJ built a 22-person global marketing organization and led the company's pivot from legacy infrastructure to industrial Edge and IIoT, tripling revenue in the high-growth Edge segment while reducing average deal cycle time by more than 30%.

VP, Global & Digital Marketing — Hitachi Data Systems - EJ led a 100-person team across global field marketing, demand generation, digital strategy, and marketing operations during a growth phase from \$3 billion to more than \$5 billion in revenue. He grew marketing-attributable revenue by 83%, doubled analyst and press coverage, and deployed Marketo across 55 countries.

Earlier experiences include: Vice President of Global Enterprise Marketing at Intralinks and Director of Worldwide Marketing at EMC, where his roles included leading the Centera division from \$50M to \$300M in revenue over three years and global marketing for the \$1 billion Backup, Recovery & Archiving business through 30% revenue growth.

PERSONAL STATEMENT

I step into PE and VC-backed B2B SaaS companies when the commercial picture looks stronger in the board deck than it does in the pipeline.

It's a pattern I've solved across dozens of businesses: acquisition, portfolio expansion, or growth that has outpaced the commercial systems supporting it, what I call the "post-acquisition stall."

Over more than two decades, I've led product marketing, demand generation, and revenue operations across software, industrial technology, aerospace, infrastructure, and Deep Tech businesses. My approach is hands-on and operational. I work closely with leadership teams to sharpen positioning, improve commercial execution, and build more disciplined revenue architecture, helping companies translate pipeline into more predictable revenue.

PRACTICE FOCUS

GTM Strategy & Execution

- Product Marketing & Multi-Product Portfolio Positioning
- Revenue Architecture & Forecasting Integrity
- Post-Acquisition GTM Integration
- Demand Generation & Pipeline Quality
- AI-Enabled GTM Operations & Commercial Workflows
- RevOps & Operating Cadence
- Brand & Category Positioning
- CRM & Lifecycle Marketing
- MarTech Stack & Analytics
- Analyst Relations

Services

- GTM Diagnostic & Revenue Architecture Assessment
- Fractional & Interim CMO Engagements
- Product Marketing Rebuild
- Pre-Sale / Pre-Recap Commercial Readiness
- Board & PE Operating Partner Advisory

SECTOR EXPERIENCE

Software & SaaS

- Vertical SaaS
- B2B SaaS
- Tech-Enabled Services

Industrial & Deep Tech

- Industrial Automation & IIoT
- Aerospace & Defense
- Supply Chain & Logistics
- Maritime Shipping
- AIOps & AI Infrastructure
- Quantum Computing

PE & VC Portfolio Companies
(\$25M-\$250M ARR)

Energy & Infrastructure

Financial Services

EDUCATION

Harvard Business School, Program for Management Development
University of Amsterdam, MSc, Organization and Management
Amsterdam School of Business
BSc, Marketing

TESTIMONIAL

"Post acquisition of several companies, our sales cycles were lengthening, and we could not agree internally on whether the problem was marketing, sales, product, or some combination. EJ ran a structured diagnostic across all three as well as our revenue architecture, and from there he sequenced a fix that protected capital and provided the roadmap for our GTM motions across our highest-value segments." — Patrick Smith, former MD, ESG Global