



JASON ROMANOSKY

PARTNER, CMO & REVENUE LEADER
REVENUE GROWTH



RELEVANT EXPERIENCE

Jason's career spans global technology companies and growth-stage B2B SaaS businesses, with leadership experience across product marketing, pricing, go-to-market strategy, demand generation, and revenue operations. His roles have included:

Chief Marketing Officer | Case Status

Scaled this legal technology SaaS company from \$2 million to more than \$10 million in ARR in three years, with demand generation, SDR, and business development under one revenue target. Built an organic search program generating \$1.9 million in attributed ARR at three times the conversion rate of paid search. Introduced the company's first tiered pricing and packaging, and cut marketing's cost base by 50% while maintaining pipeline contribution. Created the Intelligent Client Engagement category, since evolved into Intelligent Client Experience, backed by original research with 433 clients and 109 attorneys.

Product Marketing Leadership | Cisco

Product Marketing & Software Strategy | Cisco (18 years) Designed the subscription and offer architecture behind Cisco Collaboration's move to SaaS. Created the building-block offer framework adopted as Cisco's company-wide software strategy, cutting time to market by 50%. Launched Collaboration Flex Plan, which grew to 10% of Collaboration revenue, and built Cisco's first volume purchase program, booking more than \$40 million.

Director, Product Marketing | Blackbaud

Simplified positioning and go-to-market strategy across a complex software and services portfolio, helping deliver the company's largest increase in Services ARR in two years.

Senior Director Product & Content Marketing | LumApps

Rebuilt positioning across every product line for this global, PE-backed employee experience platform, standardized the sales plays, and turned content into a pipeline driver.

PERSONAL STATEMENT

A growth strategy is only as good as a company's ability to execute it.

I'm a CMO who operates with the discipline of a CRO and the perspective of a product marketer. I treat growth as a business problem: finding where revenue is being lost and building the systems that turns messaging and demand into profitable, repeatable revenue.

My experience spans global enterprises and venture-backed SaaS companies, from designing Cisco Collaboration's move to SaaS to scaling Case Status from \$2 million to more than \$10 million in ARR.

The work starts with finding what's holding growth back, making the right strategic decisions, and putting the people, processes, and accountability in place to make those improvements happen. Urgent fixes ship in the first two weeks.

PRACTICE FOCUS

Fractional Executive Leadership

- Chief Marketing Officer (CMO)
- VP of Product Marketing
- Revenue Growth Advisor
- Go-to-Market Leadership

Growth Strategy & Go-To-Market

- Revenue Growth Assessments
- Go-to-Market Strategy & Planning
- Product-Market Fit
- Market Positioning & Differentiation
- Category Creation
- Market Expansion

Product Marketing & Monetization

- Product Marketing Strategy
- Messaging & Value Proposition
- Pricing & Packaging
- Subscription & Recurring Revenue Models
- Product Launches

Demand Generation & Revenue Operations

- Demand Generation Strategy
- Organic & Digital Acquisition
- Pipeline Development & Conversion
- Sales & Marketing Alignment
- Revenue Performance & KPIs
- AI-Enabled Marketing Operations

MARKET EXPERTISE

Technology & Software

- B2B SaaS
- Enterprise Software
- Business & Productivity Software
- AI & Emerging Technology

Legal Technology

- Legal Tech SaaS
- Client Engagement & Experience Technology

Growth Environments

- Venture-Backed Startups
- Growth-Stage Software Companies
- Global Technology Enterprises

EDUCATION

Duke University

Fuqua School of Business

Master of Business Administration (MBA)

Certifications

- Pavilion, CRO School
- Boston Consulting Group, Pricing Academy
- Product Marketing - UC Berkeley

Recognition

- Pavilion, 50 CMOs to Watch, 2025
- Inc. 5000, 2023, 2024, and 2025 (Case Status)