

# DEBRA LARKIN

STRATEGIC B2B MARKETING LEADER

## CONTACT

- 720-217-7229
- debra@debzedmarketing.com
- www.debzedmarketing.com
- Boulder County, Colorado

## CORE COMPETENCIES

- Account-Based Marketing (ABM)
- Digital Marketing Strategy
- Creative Vision and Brand Development
- Team Leadership & Development
- Marketing Operations & Optimization
- Budget Management
- Message Development & Media Relations
- Product Launch
- Go-to-Market

## TOOLS/TECHNOLOGIES

- ABM/ABX: 6Sense, ZoomInfo
- Marketing Platform: HubSpot, Marketo, Salesforce
- Design: Adobe Suite
- Business: MS Office/Google Workspace
- Project Management: BuilderTrend

## INDUSTRIES

- SaaS
- Conversational AI
- Customer Experience
- 3D Modeling
- Cloud Communications
- Public Safety
- Healthcare
- Education
- Embedded Systems Design
- Telecommunications
- Electronic Design Automation

## EDUCATION

**Regis University**, Denver, CO  
Marketing 2001 - 2002, **3.9 GPA**

**Denver University**, Denver, CO  
Communications 1998 - 1999, **3.8 GPA**

## PROFILE

**Data-driven B2B Marketing Executive** with a proven track record in revenue growth, brand development, successful product launches, and **Account-Based Marketing (ABM)** strategies. Known for building high-performing, cross-functional teams and delivering results across diverse industries, from startups to global enterprises. Expert in **demand generation, differentiation, and ecosystem development**, with a strong focus on **Account-Based Experience (ABX)**, driving personalized engagements, larger deal sizes, and accelerating sales cycles through targeted marketing efforts. Adept at building strategic partnerships and sustainable networks with clients, vendors, and key stakeholders.

## HIGHLIGHTS

- Achieved over 9 million impressions in a newly defined niche market, establishing Mosaicx as a leader in Conversational AI.
- Elevated Intrado to the #1 content position among the top 10 competitors within six months through strategic content development and execution.
- Increased technology leadership perception by 13% in one year at Mentor Graphics through a comprehensive PR and social media strategy, including technical panels, tutorials, and workshops.
- Developed and implemented a go-to-market strategy that drove 28% year-over-year growth in the primary product line and 71% growth in next-generation solutions at Mentor Graphics.
- Exceeded targeted sales by 126% within three months of launching a new product through an integrated digital marketing, social media, PR, and email campaign for Mentor Graphics.
- Launched a new website for Spatial Corp, increasing web traffic by 9% quarter-over-quarter, doubling social media engagements, and boosting lead conversions by 50%, with 9% growth in MQLs.

## WORK EXPERIENCE

### PRESIDENT AND FRACTIONAL MARKETING DIRECTOR

2023 - Present

Debzed Marketing Strategies

Leveraging 25+ years of marketing experience to develop and execute strategies for clients, including:

- Conducting market research and defining brand identity.
- Managing budgets for maximum ROI and guiding marketing teams.
- Utilizing data analytics to track performance and KPIs.
- Aligning marketing efforts with sales pipelines and lead generation goals.
- Managing external partnerships and developing lead generation strategies.
- Overseeing content strategy, PR, and media relations.
- Presenting strategies and results to executive teams and staying updated on industry trends.
- Setting clear KPIs and effectively managing projects to exceed goals.

### SENIOR DIRECTOR, MARKETING & GO-TO-MARKET

March 2022 - April 2023

Mosaicx (formerly Intrado)

- Developed and executed comprehensive marketing and go-to-market strategies for Conversational AI.
- Built a marketing team, increasing productivity and expanding the company's digital footprint.
- Rebranded the business to improve market positioning and SEO, resulting in stronger brand credibility.
- Implemented ABM strategies that led to larger deal sizes and accelerated sales cycles.

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## WORK EXPERIENCE (CONT'D)

### SENIOR DIRECTOR, MARKETING

Sept 2019 - March 2022

Intrado Life & Safety

- Led cross-functional teams in developing marketing strategies for multiple divisions.
- Implemented ABM strategies, driving demand generation, awareness, and thought leadership.
- Created go-to-market strategies for Public Safety, Education, Healthcare, and SaaS Telecommunications units.

### CO-FOUNDER, VICE PRESIDENT, OPERATIONS, CMO

2017 - Present

JWL Associates, Inc.

- Developed and executed a 5-year business plan and marketing strategy, achieving 30% year-over-year revenue growth.
- Led strategy implementation and continuous evaluation to ensure sustained business success.
- Oversaw team and daily operations, enhancing efficiency and delivering greater value to both customers and the business.

### EXECUTIVE DIRECTOR (Interim)

2023 - 2024

Pearl Promise

- Stepped in as Interim Executive Director, overseeing the organization's operations and marketing.
- Analyzed business operations, realigned staffing requirements, and hired new staff to better serve clients and support the growth of the non-profit.
- Directed initiatives to improve efficiency and ensure alignment with the organization's mission.
- Increased community engagement and donor participation by implementing key programs.

### MARKETING LEADER

2014 - 2018

Dassault Systems, Spatial Corp

- Developed marketing strategies for 3D modeling, interoperability, and visualization software.
- Led marketing efforts for product launches and market expansion.

### Director of Marketing

2009 - 2013

Kozio, Inc.

- Developed marketing strategy and led marketing for an embedded software start-up, driving market entry and customer acquisition.

### Director of Marketing

2007 - 2009

Turin Networks (Acquired by Carrier Access)

- Directed marketing for Carrier Ethernet solutions, increasing market share and brand visibility.

### Senior Marketing Manager

2000- 2007

Mentor Graphics (Acquired by Siemens)

- Developed global marketing communications and demand generation strategies for two business units.
- Built a marketing team from 1 to 9, and successfully launched multiple products that exceeded targeted goals.