

BRYAN LANDABURU. An experienced, modern marketing leader.

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SUMMARY I am an experienced, modern marketer who believes customers [not brands] are in control of their own journey. The role of marketing has evolved to span every point along that journey. I believe marketing should be creative, authentic, and accountable. I lead teams that combine content, data, and design to create exceptional customer experiences. I live near Lake Tahoe. Available to work hybrid or remote.

EXPERIENCE CHIEF MARKETING OFFICER | PeopleGrove - San Francisco, CA 12/2019 - Present

- Stabilized the marketing team, establishing role archetypes for strategic/brand marketing, growth and demand gen, marketing ops, product marketing, sales enablement, customer marketing, advocacy, community, and performance marketing. Grew team from 2 to 11.
- Extensive go-to-market work: TAM/SAM analysis, redefined ICP, propensity to buy scoring of all accounts, competitive battle-cards, expanded executive buyer persona definitions, sales enablement content/materials, multi-channel demand gen strategy (sourced 66% of revenue)
- Complete rebrand revisiting architecture, narrative, and values. Introduced new category positioning and a new website, measured impact.
- Developed a content pyramid including a full length, best selling book, Super Mentors to reinforce category leadership and brand position.
- Maintained a steady flow of virtual and in-person field events and conferences including PeopleGrove Innovators User Conference.
- Act as an advisor to all departments including sales, customer success, services, and product teams.
- Member of executive team. Report to PE board monthly. Play a critical role in funding, and M&A activity (completed two acquisitions in 2023).

BOARD ADVISOR | Enable.us - Oakland, CA 5/2020 - Present

- Pre-funding, assisted founders in establishing go-to-market strategy and product-market-fit
- Company and product naming, brand, and category positioning, buyer persona and use case scenarios
- Assisted with executive team recruiting
- Tested product in live sales and marketing tech stack to capture product feedback
- Enable.us secured \$4.5m seed round led by Y Combinator in December 2021

VICE PRESIDENT OF MARKETING | SchoolMint - San Francisco, CA 11/2014 - 7/2019

- Chosen to lead marketing, established a successful integration process for acquired products/brands/people (ex: Hero K12, Surewatch).
- Took an emotionless product brand, and elevated it to an emotional company brand.
- Established a brand narrative, beliefs, purpose, vision, mission, core values, identity, and visual creative.
- Evolved marketing into a quota-bearing revenue engine that walked in parallel with sales to drive leads and hit ARR growth targets.
- Responsible for demand generation, brand, product marketing, social, customer and advocate marketing practices across the company.
- Employed multi-channel ABM content marketing strategies, laced to a state-of-the-art tech stack to deliver qualified accounts to sales.
- Supported the B2B2C customer journey post sale, building a community of loyal advocate relationships with our users.
- Managed annual calendar of field conferences, trade shows, and live events.
- Established KPIs and modern multi-touch attribution models to track channel effectiveness and revenue contribution.
- Responsible for 3x pipeline coverage and sourcing 50% of total revenue.
- Measured on performance against projections, engagement funnel movement, sales pipeline, and revenue generated by marketing.

HEAD OF MARKETING/CMO | Hero K12 (acquired by BV Investment partners, merged with SchoolMint)

- Member of founding team, took a struggling SaaS product and established an impactful and mission-driven-brand based on heroism.
- Built the brand from the ground up, developing assets to support awareness, sales enablement, on-boarding, and communications for each functional area, aligned to the customer journey.
- Established a new product category in an emerging market using a growth strategy based heavily on content marketing designed to drive thought leadership and fuel marketing automation programming.
- Created a marketing performance model and KPIs to track pipeline creation, marketing effectiveness, and our impact on revenue.
- Assembled an amazing marketing team to focus on demand generation, inbound marketing, outbound marketing, lead nurturing, PR/media relations, customer community, and customer success.
- Implemented marcom tech stack: Marketo, Salesforce, Influitive, and Gainsight.
- Instrumental in closing private equity backing which supported the construct of our M&A strategy and acquisition of SchoolMint.

- EXPERIENCE (cont.)**
- DIRECTOR OF GLOBAL MARKETING | Plasco ID (launched Hero after incubation within Plasco)** 1/2012 - 10/2014
- Entered the business as the first full-time marketing leader in the company, tasked with leading brand for all companies.
 - Recruited and hired the marketing team, and managed our outside agencies and PR partners.
 - Led marketing for 5 leading companies in the security space (including Internet Retailer Top 500 D2C eCommerce website IDWholesaler.com).
 - Responsible for branding, communication and tone, marketing strategy, channel strategy, marketing automation, and customer life-cycle management for all companies.
 - Managed marketing programs and 30+ regional, national, and international trade show events each year.
 - Played a key role in new product development, focusing on addressable market research, UI/UX, usability, testing, branding, positioning, and product roll-out.
- FOUNDER + CREATIVE DIRECTOR | FUZE (after acquisition, took lead marketing role at client, Plasco)** 11/2003 - 2/2012
- Founded as a digitally-led advertising agency in 2003, FUZE grew from a home office company of 1, to a boutique agency with 14 employees.
 - My role at FUZE was split between operation of the agency, chief strategist, and creative director for client work.
 - Agency services included: large-scale eCommerce websites, business processes design, user experience design, online retail, real estate search and listing syndication, search marketing (SEO/PPC), web analytics, system integration, and email campaign management.
 - Industries: enterprise software, SaaS startups, residential real estate, commercial real estate, gaming, education, healthcare, and security.
 - Notable client roster: SAP, BEA/Oracle, Boyd Gaming, The PGA Tour, People Ready, ID Wholesaler (Internet Retailer Top 500), Dickson Realty, University Health System, University of Nevada Reno, and Washoe County School District.
 - In February 2012, FUZE was acquired by KPS3 Marketing.
- DIRECTOR OF INTERACTIVE MARKETING | KPS3 (exited to launch an independent, interactive agency)** 12/2001 - 12/2003
- Built an interactive division within a traditional agency at a critical stage of advertising industry evolution.
 - Quickly ramped staffing to capitalize on customer demand for digital and interactive marketing services.
 - Responsible for business strategy, financial modeling, and execution for all initiatives in the newly established Interactive group.
 - Led business operations, vendor/freelance relationships, process design, and project management for all digital marketing projects.
 - Established digital marketing service line including: website development, email marketing, search marketing, PPC/Digital ad buying, etc.
 - Grew interactive to stand alongside public relations, media, and traditional agency services, changing the trajectory of the agency.
- DIRECTOR OF WEB STRATEGY, WORLDWIDE PARTNER OPERATIONS | BEA Systems (now Oracle)** 10/1998 - 12/2001
- Evolved from Partner Operations Manager to Director of Web Strategy & Infrastructure for World Wide Partner Programs.
 - Grew Star Partner Program from a handful of strategic alliance partners, to 3,000+ partners building solutions on BEA in just over 3 years.
 - Programs recognized by CRN as best practice channel programs.
 - Built and deployed systems that supported indirect sales channels for BEA Weblogic worldwide.
 - Managed CRM/PRM systems, partner enrollment, partner solutions catalog, partner onboarding tools, and web-based training.
 - Member of the core strategy team, worked across sales, services, training, finance, and marketing groups in the company.
 - The global nature of all partner programs required the ability to interact, coordinate with, and understand the needs of various cultures and business practices in Asia-Pacific, Europe-Middle East-Africa, and the Americas.
- NATIONAL SALES & MARKETING MANAGER | Laminex** 4/1994 - 10/1998
- Role evolved from Regional Sales Executive with an 11 state territory, to National Sales and Marketing Manager.
 - Developed a direct sales channel within a company formerly focused on indirect selling, managing channel conflict along the way.
 - Recruited and trained inside sales SDR team, managing direct reports in east and west coast offices.
 - Developed eCommerce ordering platform, managing our web/database development teams and creative agencies.
 - Provided leadership for the sales org while building forecasts, budgets, compensation plans, career path definitions, solution selling models, and ongoing training programs.
 - Built marketing and go-to-market strategies, affiliate programs, co-branding, advertising, trade shows, email marketing, and other tactics.

EDUCATION **University of Nevada, Reno**
Bachelor of Science in Business, Marketing

1989 - 1996

COMMUNITY SERVICE **Nevada Museum of Art** | Board of Trustees 4/2014 - 9/2016
Parasol Tahoe Community Foundation | Board of Directors 10/2010 - 10/2013
Reno Tahoe Young Professionals Network | Founder, Advisory Board 2/2007 - 2/2011

SPEAKING + AWARDS **Speaking:** PeopleGrove Innovators, Marketo Summit, Marketo Innovation in the Nation Roadshows, Clickz Webinar, BEA eWorld (Paris), BEA eWorld (San Diego), Miva Merchant Conference (Anatomy of eCommerce), Outdoor Retailer Association, Pearson PowerSchool University.

Awards: Marketo Revvie Transformer Award (2015), Marketo SMB Marketing Team of The Year (finalist 2016), Regional ADDY Awards (interactive), American Marketing Association Ace Award (website), The One Show (finalist, client work).

INTERESTS I believe in balancing career success with the relentless pursuit of personal passions. Nothing gives me more pleasure than being an inspirational father to my son and daughter. I enjoy research, exploration and interaction as part of my lifelong education process. I have an everlasting love for nostalgia, beautiful design, and craftsmanship. Hobbies include vintage cars and motorcycles, mountain biking, classic cocktails, cooking, music, photography and travel. I live with my family in the Sierras near Lake Tahoe. Available to work remote, hybrid roles, or select on-site roles.

ADAPTABLE SKILLS

Brand Development
Marketing Strategy
Strategic Planning
Content Marketing
SaaS Product Marketing
Performance Marketing
Enterprise B2B + B2B2C

Marketing/Salesforce Automation
Account Based Marketing (ABM)
Forecasting + Revenue Attribution
Conference + Event Management
Marketo Champion
Hubspot Champion
AI & GPT Workflow Optimization

Marketing Performance Analytics
Sales Enablement
Channel Marketing
Customer Journey Optimization
Customer Marketing
Customer Advocacy + Community
Board Advisor