Diane I. Murray

Experienced Marketing Leader

Experienced marketing leader with 15+ years driving **4x** revenue growth and **430%** more leads for B2B software and professional services companies. Expert in content-driven demand gen, and multi-channel lead gen campaigns. Passionate about applying modern technologies and creating authentic content for compelling storytelling.

ROLES: Content Marketing | Product Marketing | Inbound Marketing | Sales Enablement

- Expert ability to communicate complex concepts in an easy-to-understand fashion
- Acknowledged for diligence and results, despite successive acquisitions and continual change
- Ability to plan, implement, and pivot in environments with changing targets and competing priorities

SKILLS & KNOWLEDGE

- System Implementation / Systems Integration
- Smart Manufacturing / Industry 4.0
- AI for Supply Chain, Conversational AI
- Unified Data Management, Data Architecture
- Cybersecurity
- Continuous Improvement
- Supply Chain Orchestration
- Manufacturing Execution Systems (MES / OEE)
- Manufacturing Operations Management (MOM)
- Advanced Planning & Scheduling (APS)
- Enterprise Manufacturing Intelligence (EMI)
- Enterprise Resource Planning (ERP)

- Content creation and curation
- Product launches, go-to-market (GTM), positioning
- Integrated campaign development
- Personas development
- Multi-channel marketing
- Upstream and downstream partnerships
- Analyst, journalist, and media relations
- Sales training and technical writing
- RFI/RFP responses, sales proposals
- Advanced PC, Mac, and application skills
- Positioning for acquisition, VC funding
- Spanish, business proficiency

KEY ACHIEVEMENTS

Designed and executed successful integrated marketing programs for **6** enterprise software companies; **4** achieved desired $MM exit strategy, one improved Gartner Magic Quadrant competitive rank.

With 5-week lead time, created a 4-day manufacturing performance and leadership summit for C-level executives, resulting in **88** marketing qualified leads (MQLs) and **10** sales pipeline opportunities; controlled costs to **30%** under budget, and generated **$30K** in sponsorship revenue.

Designed and produced solution sales training for **2** international software companies; developed personas book for **4** international companies. Success for McAfee sales staff prompted management to extend the program to channel partners and resellers. Content was further distributed widely by McAfee as blended learning content: training manuals, videos, and traditional classroom courses. Produced Epicor sales training with **5** distinct audiences in mind: territory managers, customer account managers, inside sales, existing ERP channel partners, new MES channel partners.

SYSTEMS & PLATFORMS

- **Productivity**: Microsoft 365, SharePoint, Google
- **Adobe**: Acrobat, Illustrator, Photoshop, In-Design
- **CMS & Web**: Hubspot, WordPress, Wix, Sitefinity
- **MarTech**: Hubspot, Marketo, Act-On, Vertical Response, Constant Contact, MailChimp
- **CRM**: Hubspot, Salesforce
- **Project**: Accelo, Basecamp, Trello
- **Survey**: Qualtrix, Survey Monkey

INDUSTRIES

- Discrete manufacturing
- Process manufacturing
- Food and beverage, CPG
- Automotive, heavy equipment
- Metal parts and products
- Plastics and rubber
- Print and packaging
- Life sciences: pharma, medical device
- Professional services

PROFESSIONAL EXPERIENCE

On Time Edge, Centennial, CO | Nov 2019 – Present
Senior Director, Marketing

Directly responsible for marketing strategy, product marketing, and content development for system implementation, systems integration, and smart manufacturing consulting firm.

- Established value proposition and messaging framework that contributed to **4X** revenue growth in 18 months
- Optimized messaging and content resulting in **5X** improvement in market engagement
- Established content development program and processes resulting in **150%** more staff participation
- Streamlined account planning requirements reducing sales insights gaps by **50%**
- Created methodology for sales onboarding that accelerated time-to-proficiency by **30 days**
- Authored blogs, website content, offers, and social media, increasing content **333%**
- Launched SEO strategy with initial result of **96%** boost in SERP and **601%** increase in organic site traffic

LNS Research, Cambridge, MA | Jul 2016 – Oct 2019
Senior Marketing & Research Associate

Directly responsible for peer-review, editing, production, and curation of all research produced by analysts of research firm focused on Industry 4.0 and digital transformation across manufacturing and industrial sectors.

- Achieved and sustained **100%** on-time delivery of publishing across five practices; increased from **~20%** on-time delivery
- Defined and implemented process improvements for highly-collaborative, high-velocity content development resulting in **95%** higher customer satisfaction and **80%** better on-time delivery
- Provided peer-to-peer coaching to executives of Fortune 1000 companies for go-to-market strategy, value proposition, and messaging
- Authored blogs, articles, marketing content, and social media campaigns and provided execution oversight, including defining objectives, content and offer, flows, targets, and success measures
- Partnered with research analysts and marketing staff to analyze obstacles impacting quality and introduced method and process improvements and assisted with implementation
- Curated research content through magazine articles, social media, and promotional content

VitreosHealth, Dallas, TX | Jan 2015 – Feb 2016
Interim Marketing Director

Directly responsible for value proposition, messaging framework, product launch, and content development for a health care analytics firm.

- Established a unified messaging framework in collaboration with subject matter experts (SMEs) among executives, corporate advisors, stakeholders, product, and services teams
- Authored and co-developed compelling content to align with messaging framework
- Produced white papers, speaker presentations, eBooks, and social media campaigns
- Designed demand generation program including objectives, content, offers, flows, targets, and success metrics
- Managed, aligned, and coordinated the efforts of field marketing and product marketing functions
- Partnered with services director to define a scalable, repeatable tech-enabled services offering
- Unified sales and marketing silos and activities to drive leads, expand the funnel, and accelerate the pipeline
- Provided sales enablement, coaching, and support in the areas of tools, messaging, sales process, presentation skills, and utilizing marketing resources; developed and created effective job aids

Epicor Software Corporation, Austin, TX | Jan 2013 – Dec 2014
Product Marketing Manager
- Directly responsible for go-to-market plan for MES / OEE products for global ERP company
- Served as the primary evangelist for the company's MES / OEE solutions and services
- Developed value proposition, messaging framework, long-form content, and promotions for all personas
- Partnered with global field marketing teams to create region-specific programs and campaigns; ensured consistent promotion to target audiences
- Conducted competitive analysis and win/loss analysis
- Designed and authored sales enablement training program for internal sales and channel partners
- Crafted comprehensive mix of social media content to educate and drive engagement
- Contributed to industry research focused on manufacturing operations management (MOM), MES / OEE
- Collaborated with industry subject matter experts (SMEs) from many tech and consulting companies to research, educate, propose solutions, and support the global manufacturing community
- Conducted media and analyst briefings in collaboration with subject experts, channel partners, and customers

Solarsoft Business Systems, Toronto, ON | May 2010 – Jan 2013
Marketing Manager (Solarsoft acquired by Epicor in Oct 2012)

Directly responsible for growing brand equity with consistent marketing execution for a global ERP company.

- Created marketing campaigns that improved quantity and quality of MQLs and SQLs
- Authored content for C-suite prospects to describe the business value of MES / OEE, EMI, and ERP
- Wrote blogs and multi-channel social media content
- Established relationships with industry analysts and journalists that restored corporate and product reputation
- Collaborated with competitors and analysts to conduct research about smart manufacturing
- Coached junior associates in the use of Salesforce.com and Marketo for integrated marketing

Informance International, Chicago, IL | Nov 2006 – May 2010
Marketing Manager (Informance acquired by Solarsoft in May 2010)

Responsible for the development and execution of the strategic marketing plan; met sales funnel and pipeline demands.

- Created and executed integrated marketing campaigns to discrete manufacturers
- Produced marketing programs for channel partners and co-authored articles with them
- Recommended and implemented marketing automation platform: Vertical Response
- Grew prospect database organically and through list rental/purchases
- Curated marketing content; re-purposed material for online and social media use
- Administered Salesforce CRM; provided role-specific training across the organization

EARLY CAREER (2001 – 2006)

McAfee, Inc. – Technical Writer, Content Creator, Sales Training Developer
MINDFLOW Technologies – Marketing Marketing Communications Manager
Marketing Consultant & Content Developer
- Anderson Hanson Blanton (Dallas, TX)
- Church of St. Patrick (Sarasota, FL)
- Combinet (acquired by IBM)
- Enporion (acquired by GEP)
- Informance International (Chicago, IL)
- Inovis (acquired by GXS)
- Knights of Columbus (Sarasota, FL)
- Krista Software (Dallas, TX)
- LNS Research (Boston, MA)
- LVSI Consulting (Windsor, CT)
- My Resume Lady (Tulsa, OK)
- VitreosHealth (acquired by HMS Holdings Co.)
- Relationship Engineering Management (Ottawa, Ontario)
- SageClarity (Chicago, IL)
- Sharp Edge Technology (Chicago, IL)
- Solve Maternity Homes (Bradenton, FL)
- The Red Checker (Tulsa, OK)
- ToCICO (non-profit of Dr. Ely Goldratt, Theory of Constraints)