

# Sarah Lambert

Senior Global Marketing Leader with FinTech, HCM, SaaS and Product Marketing experience

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Cross-functional team leader with a successful 20-year track record for connecting buyer and influencer needs with the messaging to create interest and support sale, delivering impactful GtM plans, as well as developing top-of-funnel content / activities to jump start and fill the pipeline, all while building and developing global teams. Searching for a growing organization that needs expertise in building their brand and presence in the market, improving awareness and understanding of their products, and expansion of their teams.

## WORK EXPERIENCE

### **THEYSAID – Seed Stage Start Up**

**July - December 2023**

*Head of Marketing - Fractional (Chicago, IL / Remote)*

TheySaid is a continuous customer feedback platform focused on the value customers receive. Poised to take the Voice of Customer industry by storm, TheySaid offers all major survey tools – NPS, CSAT, CES and PMF for free – using its proprietary metric, Customer Perceived Value, to deliver more accurate results indicative of a customer's potential to churn or grow.

- Created and supported three GTM pivots resulting in re-built messaging, homepage look and feel, as well as campaigns aligned to adjusted ICPs.
- Revised and expanded messaging frameworks for brand and product to clarify value and impact from Sales-led to Product-led growth approach.
- Built content pipeline and engine delivering continuous insights to Revenue Leaders focused on leveraging actionable insights directly from customers.

### **SYMPHONY TALENT – Revenue: \$64 Million, PE-backed**

**December 2022 – April 2023**

*Head of Product Marketing (Chicago, IL / Remote)*

Symphony Talent is the only provider of recruitment marketing solutions to combine CRM, career site and programmatic advertising with industry-leading analytics and award-winning creative for measurable impact.

- Developed messaging framework supporting rebrand and repositioning for Symphony Talent and all product solutions therein.
- Coordinated analyst and market research submissions through a consistent framework for demos showcasing key differentiators and customer success stories.
- Built refreshed messaging and content for all products and services for launch of rebranded website.

### **BUCKZY PAYMENTS – Series A Startup / Fintech**

**August 2021 – December 2022**

*SVP, Marketing (Toronto, ON / Remote)*

*May – December 2022*

*VP, Product Marketing (Toronto, ON / Remote)*

*August 2021 – May 2022*

Buckzy Payments is the fastest growing real-time cross-border payments network on the market delivering global [payouts](#), [payins](#), Banking-as-a-Service, FX management and a comprehensive embedded finance platform.

- Led all marketing activities across the organization including Messaging, Positioning, Go to Market planning, Demand Gen, PR / Communications, Content strategy/ development, Event strategy / execution, SEO / SEM, Google Analytics and Ads, Social media strategy, Thought leadership partnership, and Website development / updates.
- Led complete rebrand of all marketing assets including visual and messaging components. Launched reskinned website for alignment with major conference on September 20, 2021. Launched completely rebuilt website – visuals, content, navigation, etc – on November 16, 2021.
- Expanded and improved traffic to website by 2000% over three months through Google Ads, SEO and content enhancements.
- Increased share of voice and presence in market from 0% to 43% month over month within 8 months.
- Created Business Intelligence team with focus on delivering real-time reporting for all functional areas and Investors with particular attention to daily revenue.

### **ORACLE – Revenue: \$40 Billion, Fortune Ranking: 82**

**2018 – 2021**

*Director, Product Marketing, Oracle Cloud HCM (Redwood City, CA / Remote)*

Oracle is the leading integrated cloud applications and platforms services provider in the world.

- Led, managed and developed a remote team of product marketers whose efforts assisted Sales in delivering an **average of 10% YoY growth** for the HCM vertical. The marketing-driven pipeline increased an **average of 28% YoY** through value-driven messaging, insightful content, sales partnership, and benefit-focused interactions with HR buyers for products across the Oracle Cloud HCM suite.
- Led development of GTM messaging and content across all levels of the funnel for quarterly product updates and key initiatives for Oracle Cloud HCM solutions including [Diversity and Inclusion](#), [Oracle Journeys](#) and [Oracle Core HR](#).
- Managed and developed GTM messaging, enablement and buyer-directed content for Fusion HCM Analytics, Oracle Digital Assistant, AI, and Emerging Technology solutions as part of Oracle Cloud HCM.

### **SMARTRECRUITERS – Revenue: \$7 Million at time of employment**

**2017 – 2018**

*Senior Product Marketing Manager (San Francisco, CA)*

SmartRecruiters is an established startup focused on disrupting the talent acquisition space for candidates AND recruiters by making it easy to attract, select and hire high-quality talent.

- Led launch of free SMB version of platform to companies <250 employees. Within 72 hours of launch, over 300 companies had signed up with 200+ visits to the landing page. Four months post launch, the number of companies signed up had grown to 1000+
- Productive repackaging and launch of updated plans and pricing to the entire sales organization. Components included comparison charts and collateral, talking points, FAQs, sales slides and updated pricing content on website. Combination of pricing training and free SMB version increased average deal size by 25% within 4 months of launch.

### **MANPOWERGROUP – Revenue: \$19 Billion, Fortune Ranking: 144**

**2013 - 2017**

*Product Marketing Manager – Americas (Denver, CO)*

ManpowerGroup is a world leader in innovative workforce solutions, connecting 600,000+ people with meaningful work across the globe.

- Developed and implemented successful go-to-market, enablement and launch plan for new SaaS revenue stream in the higher education market that surpassed projections by **250% to reach \$1.5 million in pilot program**.
- Created buyer and user testimonial database to capture insight and data to use during sales process. Key testimonials leveraged for content including videos, blogs, case studies and more. Use of videos and case studies increased cold call impact by **200%** in the first two years of use.

### **RIGHT MANAGEMENT – Revenue: \$360 Million**

**2008 – 2013**

*Product Marketing Manager – North America (Chicago, IL)*

Right Management is the Talent Management consulting and Outplacement arm of ManpowerGroup.

- Drove launch of virtual services including online career management classes and coaching through [www.righteverywhere.com](http://www.righteverywhere.com), Right Management's enterprise delivery platform (PaaS). Launch included sales enablement, web and print collateral for customers and users, as well as channel maximization to increase awareness and client retention. **Zero customers were lost** during the transition and **usage rates increased by 300%**.
- Crafted buyer personas and audience segmentation based on purchasing data, market research and sales team feedback. Use of personas increased effectiveness of targeted advertising, messaging and sponsorships by **150% and generated \$560k above sales goals**.

### **SLACK AND COMPANY – Revenue: \$8 Million**

**2006 – 2008**

*Senior Account Manager – Clients: Diebold, Inc. and Harris Bank (Chicago, IL)*

Award-winning B2B advertising and digital demand generation agency delivering innovative communications for all aspects of business for companies from SMB to Fortune 500.

- Drove development of positioning and communications for financial services **software product launch including IMC plan and sales collateral**. Campaign resulted in **400% increase** in awareness of product and over 200 requests for beta-testing by current and potential clients.
- Directed messaging development and campaign execution of three-tier direct response and telemarketing program for Harris Bank to small business owners. Increased awareness of product suite by 200% and generated sales of \$750,000.

## **EDUCATION**

### **THUNDERBIRD SCHOOL OF GLOBAL MANAGEMENT**

**Glendale, AZ**

Global Master of Business Administration (MBA)

### **BRADLEY UNIVERSITY**

**Peoria, IL**

Bachelor of Science in Marketing

Bachelor of Arts in International Studies and French