

# KATHY KRAYSLER

## DIRECTOR OF DEMAND GENERATION AND GROWTH MARKETING | B2B SaaS |

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### EXECUTIVE PROFILE

Growth marketing and demand generation leader with 20+ years in B2B marketing, analytics, digital strategy, and revenue operations, including 13+ years in payments and fintech. Proven builder of pipeline engines at growth-stage companies, with experience spanning fintech, cybersecurity, technical SaaS, and enterprise software. Built \$1.1M in inbound pipeline from zero at Netcapital, \$400K in first-year U.S. pipeline at Appvia, exceeded pipeline goals by 25%+ through ABM, managed a \$1M annual budget, and helped support \$66M in PayPal Total Payment Volume through analytics and optimization. Hands-on operator who connects campaigns, audience strategy, marketing technology, analytics, and sales alignment to measurable pipeline and revenue outcomes. Yale MBA.

### CORE CAPABILITIES

**Growth & Demand:** Demand Generation | Growth Marketing | Pipeline Strategy | Integrated Campaigns | Full-Funnel Marketing | ABM | GTM Strategy | Account-Based Growth

**Digital & Organic:** SEO/SEM | Website & Content Strategy | Email Nurture | Paid Media | Social | Webinars & Events | Content Distribution | Conversion Optimization

**Analytics & Operations:** Attribution | Funnel Analytics | Lead Scoring | CRM Strategy | Marketing Automation | Reporting | Performance Optimization | Revenue Operations

**Technology:** HubSpot | Salesforce | 6sense | Demandbase | Google Analytics | Tableau | LinkedIn Advertising | Facebook Ads Manager | AI-Enabled Marketing Automation

### SELECTED IMPACT

- \$1.1M inbound pipeline built from the ground up within the first year at Netcapital.
- Built \$1M+ inbound pipeline at multiple startups through lean, measurable demand-generation programs.
- Exceeded an enterprise ABM pipeline goal by 25%+ while engaging strategic accounts.
- Increased lead volume 10X through targeted LinkedIn advertising, segmentation, and campaign optimization.
- Managed a \$1M annual marketing budget at NewStore and aligned integrated programs to enterprise revenue goals.
- Achieved 9X–13X ROAS across startup client advertising programs.
- Built an outbound demand engine exceeding 1M emails annually, integrating AI-enabled personalization and reporting into HubSpot.
- Helped support \$66M in first-year PayPal Total Payment Volume through reporting infrastructure, analytics, and optimization.

### PROFESSIONAL EXPERIENCE

**NETCAPITAL** — Director of Marketing | Boston, MA | Feb 2023–Present

- Own demand generation and marketing strategy for a publicly traded fintech platform, reporting directly to the CEO and accountable for pipeline strategy, marketing performance, and execution.
- Built \$1.1M in inbound pipeline from the ground up within the first year, establishing the company's demand-generation foundation.
- Built and scaled an outbound demand-generation program using Instantly.ai, Prospeo, and HubSpot.
- Directed AI-powered integrations connecting marketing tools within HubSpot to enable personalization, workflow automation, and scalable reporting.
- Launched and optimized targeted LinkedIn advertising, increasing lead volume 10X through audience segmentation and campaign optimization.
- Spearheaded a demand-creation strategy across social channels that generated 33% of pipeline value.
- Partner directly with the CEO on growth priorities, pipeline performance, audience strategy, and marketing investment.

**APPVIA** — Head of Demand Generation, Consultant | London, UK | Remote | Nov 2021–Feb 2023

- Engaged by the CEO to build the demand-generation function from scratch for a B2B SaaS company selling to technical DevOps buyers.
- Built the company's first \$400K in U.S. pipeline through inbound marketing and live virtual and in-person events without a dedicated paid-media budget.
- Established integrated demand programs spanning ABM, email nurture, field marketing, content, events, and community.
- Built a technical buyer community through weekly live Q&A programming for the DevOps audience and increased organic social engagement 275% through content repurposing.
- Owned HubSpot marketing operations, including lead scoring, nurture programs, analytics dashboards, workflows, and reporting.

- Partnered directly with the CEO on U.S. market development, demand strategy, and campaign priorities.

#### **ALTITUDE NETWORKS** — Director of Demand Generation | San Francisco, CA | Remote | Mar 2021–Oct 2021

- Built the demand-generation function from the ground up for a B2B SaaS cybersecurity startup and served as a key member of the GTM team.
- Achieved more than 100% of revenue goals within the first six months on a lean marketing budget.
- Owned demand-generation strategy, performance reporting, analysis, and execution across the funnel.
- Developed campaigns across search, display, email, social, and YouTube; built nurture programs to move prospects through the funnel.
- Planned and executed webinars and virtual events that generated pipeline and contributed to closed/won business.

#### **NETCAPITAL ADVISORS (PREVIOUSLY VALUESETTERS)** — CMO | Boston, MA | May 2018–Jan 2021

- Led marketing strategy and execution for startup clients seeking to raise capital through Regulation Crowdfunding, reporting directly to CEOs.
- Personally generated more than \$500K in client fundraising during the first year through digital marketing and Facebook advertising.
- Achieved 9X–13X ROAS across client advertising programs and built growth strategies across paid and organic channels.
- Hired, trained, and managed a marketing team spanning social media and content marketing.
- Increased organic social audiences 500% quarter-over-quarter in 2020.

#### **NEWSTORE** — Director of Demand Generation & Marketing Operations | Boston, MA | Feb 2016–Apr 2018

- Led demand generation and marketing operations for a retail technology SaaS company serving strategic enterprise accounts.
- Managed a \$1M annual marketing budget and reported directly to the CEO.
- Developed integrated demand programs across content syndication, webinars, events, and PPC to generate pipeline with strategic enterprise accounts.
- Built full-funnel programs from awareness through sales handoff and partnered with Sales and leadership to align marketing with revenue objectives.
- Established measurement and operational processes for evaluating campaign performance and pipeline contribution.

#### **PAYPAL** — Research & Analytics Manager | Boston, MA | 2012–2015

- Supported PayPal's mobile advertising network and digital-wallet-linked offers through analytics, research, reporting, and strategic insight for enterprise sales.
- Supported enterprise sales efforts with custom research and data requests for major retail clients, including IR 500 and NRF 100 companies.
- Built reporting infrastructure for a new offers program and used regression analysis and performance analytics to identify optimization opportunities.
- Insights and reporting helped support a program that generated \$66M in Total Payment Volume during its first year.
- Developed Tableau and Salesforce dashboards used by sales and management to evaluate performance and guide optimization.

#### **EARLIER CAREER**

- MIT Technology Review — Director of Audience Analytics (2010–2012): Defined audience KPIs and measurement strategies; increased Twitter and Facebook following 300%+ through low-budget social programs.
- Boston.com — Director of Classified Revenue Products (2007–2008): Owned strategy and product development for Real Estate, Recruitment, and Autos; grew revenue 5% year over year.
- The Wall Street Journal / Dow Jones — Online Strategy Manager (2006–2007): Led advertising sell-through and pricing optimization supporting a \$122M online advertising business.
- Christian Science Monitor — Director of Online Marketing (2000–2006): Managed a \$1M annual marketing budget, doubled print subscription sales through the online channel, and managed a team of four.

#### **EDUCATION**

**Yale School of Management** — M.B.A., Concentration in Marketing

**Wellesley College** — B.A., Economics, Cum Laude