

# EMMA VAS

## VP of Marketing | B2B SaaS Expert | GTM Strategy | VC and PE Backed Scaling

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### SUMMARY

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VP of Marketing with 15+ years of strategic leadership, directing teams to hit revenue targets via brand, go-to-market messaging and metrics-driven performance marketing across global multi-product, PE- and VC-backed SaaS businesses. Proven operator in scaling and simplifying messaging, demand generation, audience growth, and revenue expansion across complex portfolios while coordinating cross functionally to maintain brand consistency and ROI discipline. Trusted partner to CEOs, GMs, and Boards, with deep experience in product launches, sales enablement, campaign management, paid media, lifecycle/customer marketing, ABM, attribution, and P&L-aligned marketing investment.

**Core Expertise:** Strategic Planning • Budget Management • Global Remote Cross-functional Team Leadership and Mentor • Audience & Lifecycle Growth • Subscription Strategy • Portfolio & Brand Governance • Attribution & Marketing Analytics • P&L & CAC/LTV Management • Field Marketing, Sales and Customer Success Enablement • Partner Marketing • PR and AR Strategy

### EXPERIENCE

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#### Vice President of Marketing, reporting to CEO and CRO

##### Interplay Learning (VC-backed B2B SaaS Training Platform for Skilled Trades, ~\$45M, ~240 ees)

📅 09/2023 - 11/2025 📍 Austin, TX

Recruited to build and scale a centralized, performance-driven marketing function for a Series C maintenance training platform

- Designed end-to-end centralized marketing strategy, operating cadence and KPI accountability framework for a multi-product SaaS platform, enabling consistent execution across 11 ICP verticals and multiple buyer personas and segments with varied GTM motions.
- Owned and governed a \$1.5M performance marketing budget (excluding headcount), allocating spend across paid digital, ABM, events, content, and lifecycle programs with full visibility into CAC, pipeline contribution, and ROI.
- Built scalable acquisition and lifecycle engines, including ABM for the enterprise segment, that exceeded top-of-funnel targets by 50% and generated \$8M+ in qualified pipeline, improving conversion rates and deal velocity through tight sales and SDR alignment.
- Established tight cross-functional operating rhythms across Marketing, Sales, and Finance, improving lead velocity by 25% and enabling more accurate forecasting and board-level reporting.
- Led portfolio solution tiering and GTM launches across self-serve, mid-market, and enterprise offerings, reducing CAC, improving ICP targeting, and supporting expansion. Governed tight alignment between product marketing and demand generation.
- Built and launched upsell and cross-sell lifecycle programs in partnership with the customer success team, that increased LTV by \$1M through targeted audience segmentation and retention-focused messaging via nurture campaigns and customer advisory boards.
- Led brand architecture and messaging alignment following an acquisition, ensuring consistency while tailoring positioning for new verticals and operational buyer groups.
- Mentored and led a 12-person team spanning, demand generation, product, lifecycle, field and partner marketing, brand and PR; implemented clear role definitions, performance metrics, and capacity planning while leveraging AI tools to increase efficiency.
- Drove revenue growth of 45% in year one, 23% in year two (achieved Series C funding), and 15% in 2025.

#### Head of Global Mid-Market/Enterprise Marketing (North America/EMEA) reporting to CMO

##### Greenhouse Software (PE-backed SaaS Platform, Revenue \$250M+, ~850 ees)

📅 11/2021 - 04/2023 📍 New York, NY

Brought in to establish the Enterprise segment playbook and build segment-specific GTM marketing motions for a PE-backed ATS.

- Built/scaled enterprise and mid-market GTM motions across a global, multi-segment portfolio within a centralized operating model.
- Balanced centralized brand governance with segment-level execution across regions and buyer personas; achieved 63% pipeline growth.
- Aligned closely with Product Management, Product Marketing and Sales to launch Enterprise value messaging around new capabilities and created persona-driven ABM campaigns and lifecycle nurture flows producing 1,800+ leads and faster deal velocity through digital ads, webinars, nurture, and field events.
- Developed persona-specific content, messaging and campaigns for CHRO, HR Ops, and Talent Ops stakeholders.
- Ran win/loss program to derive customer insights and competitive intelligence that influenced enterprise product roadmap.
- Partnered with SDRs, Sales and RevOps to align pipeline reporting with revenue forecasting.

## EXPERIENCE

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### Global Head of Product Marketing, reporting to CMO

#### Epicor Software (PE-backed ERP for Supply Chain Verticals, Revenue \$1B+, 3,500 ees)

📅 09/2019 - 11/2021 📍 Austin, TX

- Brought in to lead a scalable, cross-functional structured approach to global ERP product launches, targeting operationally focused executive buyers (CEOs, CFOs, CIOs, Inventory Operations leaders) across complex, services-driven supply chain environments.
- Owned global GTM positioning and value narrative for Prophet 21 ERP and the partner ecosystem. Accelerated and influenced the go-live of cloud offerings with sales input, driving SaaS migration from on-prem to cloud across global distribution audiences. Achieved 166% on SaaS migration targets, establishing it as the top global ERP for distributors.
- Spearheaded messaging, launch playbooks, long-form content, sales enablement, battle cards and pitch decks across sales and CS.
- Created competitive campaigns against top cloud competitor, generating 200+ MQLs and improving win rate by from 45% to 53%. Promoted from Head of Distribution Product Marketing to Global Head of Product Marketing, growing global team size from 3 to 16.
- Created bundling of offers with service partners in partnership with product management to grow revenue from partner ecosystem.
- Supported analyst relations, industry event enablement, customer advisory boards and executive briefings to strengthen enterprise credibility and inform long-term positioning.

### Senior Director of Product Marketing and Campaign Management, reporting to CMO

#### Zilliant (VC-backed AI-enabled SaaS pricing software, Revenue ~\$40M+, 180 ees)

📅 05/2018 - 08/2019 📍 Austin, TX

- Joined this market leader in AI-enabled SaaS for pricing optimization in the supply chain to head up product marketing.
- Launched flagship eCommerce product, Cart IQ, and led GTM for major expansion into new distribution market with a team of 2.
- Directed ABM campaigns and sales enablement; produced 74 new prospects resulting in \$1M+ in revenue.
- Achieved demand generation goals by creating compelling thought leadership and ABM vertical-specific demand generation content.
- Cross-collaborated closely with product management and sales, generating messaging, content and product marketing materials.

### Director of Global Marketing, reporting to CEO

#### R2Sonic LLC (Hardware manufacturer of sonars, Revenue ~\$20M, 23 ees)

📅 03/2016 - 04/2018 📍 Austin, TX

- Referred to CEO by a former boss to this market leader in sonar manufacturing to establish and modernize marketing function.
- Rebranded the company and launched the company's first formal value-added reseller channel training program to over 45 global channel partners. Supported international events.
- Kicked off a major campaign, generating 48 new prospects and driving greater adoption within the higher education with a student competition. Ran marketing as a solo leader.

### Director of Marketing, reporting to COO

#### Invenio Solutions (Outsourced sales services provider, Revenue \$35M, 600 ees)

📅 12/2013 - 02/2016 📍 Austin, TX

- Joined this outsourced sales and marketing services startup to create and lead marketing and develop/implement strategy.
- Recruited a 6-person team (started with 2;) created a fully functional marketing plan with buy-in from C-suite in the first 5 weeks.
- Grew company sales by 20% with entry into new verticals, targeting CMOs, VPs of Marketing and Sales Leaders with a limited budget.
- Rebranded the company; secured 3 new clients as result of market entry into \$9.3B health care tech market.

### B2B Marketing and E-Commerce Consultant, reporting to Vice President

#### Dell Inc

📅 10/2004 - 12/2013 📍 Austin, TX

- Launched branded education solution for K-12 and developed Dell's first digital lead nurture programs for large enterprise IT buyers.
- Led Dell's partner marketing for large enterprises. Created partner marketing programs to driving partner revenue growth by 20%.
- Received three promotions; gained expertise in innovative and demanding marketing roles in a complex \$75B+ organization.

## EDUCATION

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### Masters of Business Administration

#### McCombs School of Business-University of Texas at Austin

📍 Austin, TX

### Bachelors of Science

#### Wharton School - University of Pennsylvania

📍 Philadelphia, PA