

Ron Kagan

Global Head of Growth | B2B Enterprise Technology, AI/ML, Cybersecurity

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SUMMARY

Elite player-coach. Reliably runs exceptional growth engines for B2B SaaS organizations in regulated industries including pharma, FinTech, AI/ML, and DevOps. Drives double-digit closed-won revenue (27% YoY at Feedzai) by translating complex technical concepts into high-impact GTM strategies. Expert in leading cross-functional, distributed teams. Manages Sales/Marketing technology and paid performance marketing supporting transformational enterprise sales across NA, EMEA, LATAM, and APAC.

EXPERIENCE

Global Head of Digital Demand Generation & Marketing Operations

Feedzai, Lisbon, Portugal (Remote)

FEBRUARY 2023–AUGUST 2025

AI/ML-powered RiskOps platform protecting enterprise financial institutions (HSBC, Citi) from sophisticated threats and fraud. (500 Employees).

- Rebuilt the global omni-channel demand generation function from scratch for a SaaS FinTech Unicorn, driving an unprecedented 27% YoY revenue growth.
- Directed a global brand and digital transformation, securing alignment across executive leadership, product, sales, and marketing stakeholders worldwide.
- Saved 22% on search engine marketing (SEM) budget while increasing conversions by replacing an external agency with optimized in-house expertise.
- Improved field marketing channel ROI by 100% YoY through optimized targeting, attribution modeling, and integrated campaign strategies.
- Received a company-wide award for excellence in management and cross-functional leadership.

Marketing Director

Major League Hacking (MLH), New York, NY (Remote)

MARCH 2022–NOVEMBER 2022

B2B Talent Marketplace connecting emerging software engineers with enterprise clients (AWS, Google, Meta). (25 Employees).

- Lifted sales-accepted pipeline by 300% through high-velocity direct response campaigns without raising customer acquisition costs (CAC).
- Executed 7 simultaneous omni-channel campaigns; strategic Account-Based Marketing (ABM) yielded qualified opportunities with 9 Fortune 200 leaders.

- Built and led a Global Center of Excellence; researched and authored an eBook establishing thought leadership on the state of the open-source software ecosystem.
- Leveraged innovative sourcing techniques and automated data enrichment strategies to rapidly scale supply-side acquisition and meet extraordinary demand.

Director, Growth Marketing and Operations (Demand Generation, MarOps, SDRs)

Within3, Cleveland, OH (Remote)

DECEMBER 2020–MARCH 2022

B2B SaaS collaboration platform for global life science organizations (AstraZeneca, Moderna, Merck). (200 Employees).

- Promoted from individual contributor to lead the global SDR and marketing operations teams; built the department from scratch, hiring and training high-performing teams.
- Drove 25% closed/won growth via direct response and product marketing campaigns targeting the 100 largest global pharmaceutical organizations.
- Architected and integrated the global MarTech stack (Salesforce, HubSpot, Gong, ZoomInfo, RingLead), establishing a single source of truth for GTM operations and achieving 95%+ adoption.
- Partnered with global sales leadership (20 reps) to optimize GTM operations across NA, LATAM, EMEA, and APAC, adapting strategies for regional market variations.

Head of Marketing Operations, Demand, Paid, & SDRs

Code Climate, New York, NY (Remote)

MARCH 2020–DECEMBER 2020

B2B SaaS DevOps platform providing engineering intelligence to clients including Forbes, Instacart, and Slack. (50 Employees).

- Implemented scalable growth mechanisms and operational infrastructure that positioned Code Climate for a \$50M Series C funding round (USV, Foundry).
- Added +70% to the pipeline via Google Ads optimization within three weeks of engagement; streamlined unnecessary spend by 90% on competitive keywords.
- Implemented Metadata.io ABM suite to target technical B2B leads; achieved 500% cost savings on top-of-funnel attraction using Meta platforms over LinkedIn.
- Served as interim head of the SDR team, designing outbound and inbound ABM/enterprise plays.

Head of Demand Generation & Marketing Operations

Expo (Formerly Pared), New York, NY

OCTOBER 2018–MARCH 2020

B2B Talent Marketplace for the hospitality industry. (50 Employees).

- Built demand marketing function from scratch, launching growth from \$10M Series A through \$30M Series B.
- Achieved a 50% decrease in CAC via successful automation of omni-channel outbound prospecting.

- Contributed 30% to the closed-won pipeline for a 15-person sales team as the sole MarOps/Demand hire.
- Enabled nationwide rollout by automating the retrieval and enrichment of publicly available market intelligence.
- Implemented a global award-winning HubSpot instance integrated with Segment CDP and Salesforce.

VP, Head of Marketing, Global

Advisen, New York, NY

APRIL 2017–OCTOBER 2018

B2B SaaS data provider for the Property & Casualty Insurance industry. (75 Employees).

- Promoted from individual contributor to global leader overseeing demand generation, operations, and product marketing.
- Executed turnaround growth strategies that directly led to the acquisition of Advisen by Zywave.
- Implemented HubSpot and overhauled Salesforce infrastructure for 50 staff across the US, UK, and Philippines.

Campaign Analytics Manager

Argyle Executive Forum, New York, NY

APRIL 2015–MARCH 2017

B2B Marketing Services connecting event sponsors (Adobe, IBM, Oracle) with Fortune 1000 executives. (100 Employees).

- Served as lead Marketo administrator and Salesforce SME, managing complex nurture programs, lead scoring, and attribution modeling for a 250-person global organization.
- Achieved a 100% gain in efficiency for a 7-person SDR team by automating lead research processes; scaled contact database from 28k to 248k while improving data quality.
- Authored targeted persuasion emails weekly, sourcing \$3.6M in revenue (25% YoY increase).

Head of Community and Customer Care

Backstage, New York, NY

FEBRUARY 2012–APRIL 2015

B2B2C Talent Marketplace. (50 Employees).

- Promoted from contractor to department head. Led field and social marketing in North America. Reduced subscriber churn rate by 50% by optimizing customer care operations and implementing Zendesk/Zuora.

SKILLS & TECHNOLOGY

Marketing Strategy: Account-Based Marketing (ABM), GTM Strategy, Buyer Personas, Segmentation, CRO, SEO/SEM, Lead Nurturing & Scoring, Market Research, Messaging & Positioning, Sales Enablement, Attribution Modeling.

Leadership: Budget Management, Cross-functional Alignment, Strategy Visualization, Talent Sourcing, Remote Team Leadership, Mentorship, Public Speaking.

Core MarTech Stack: Salesforce, HubSpot (Certified Champion, Top .01% of Users), Marketo, Segment CDP, Metadata.io.

GTM & Productivity Tools: Gong, ZoomInfo, Apollo.io, RingLead, Salesloft/Outreach, LinkedIn Sales Navigator, Asana, Jira, Confluence, Slack.

Advertising & Analytics: Google Ads, LinkedIn Ads, Facebook/Instagram Ads, Google Analytics (Certified), Heap, Unbounce, Instapage, WordPress, basic HTML/CSS/Python.

EDUCATION

Florida State University, Sarasota, FL

Master of Fine Arts (MFA) in Acting – Full-merit scholar; 1 of 12 selected from 2,000 applicants.

Hunter College (CUNY Macaulay Honors), New York, NY

Bachelor of Arts (BA) in Theatre and Interdisciplinary Honors Studies – Summa Cum Laude, Full-merit scholar.

Oxford University New College, Oxford, UK

Non-degree program – Philosophy of Language and Roman History.