

# Rene Saltzherr

Goal-oriented Modern Marketing Executive

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## Executive Profile Sr. Director Marketing

*Goal-oriented Modern Marketing Executive with an extensive record of leading a global demand center, technical marketing, and launches. Dynamic professional who excels in all forms of digital marketing, demand generation and Business Intelligence. Adeptly bridges the gap between sales and marketing to determine the efficiency of marketing programs and ensure results are achieved. Hands-on global leader who emphasizes measurements, takes initiatives and leads by example.*

### Areas of Expertise

Digital Marketing	Lead Generation and Lead Tracking	International Leadership
BI Reporting and Measurement	Social Media, CPC, SEO and SEM	Understanding Customers
Marketing Automation	Marketing Strategy	Cloud and On-premise Campaigns
Lead Nurture and Content Marketing	Story Telling and Innovation	Process and Project Management
Budget Management	Global Demand Generation	Global Marketing Operations
Small Business Owner	Ecommerce web shop management	Vendor and Partner Relations

### Selected Highlights

- Drove marketing Business Intelligence showing the contribution to business goals in a quantifiable way, building trust in marketing by providing transparency to marketing, sales & executives.
- Supported 500,000 leads/quarter for Marketing by providing effective support processes and systems to marketing teams with clear measurement and KPIs.
- Assisted with the execution of major corporate marketing events like Oracle OpenWorld and iDevelop, attended by tens of thousands of developers and customers.
- Created tracking system that allowed 100% activities to be attributed to one of 2000 products/services, increasing accountability 60%.
- Reduced lag time between marketing events and lead delivery by 400%.
- Spearheaded successful projects to improve marketing contribution along the Campaign to Cash journey.

## PROFESSIONAL SUMMARY

### Longboards USA

Redwood Shores, California

Longboards USA is a startup e-commerce business, creating a joyful and long lasting experience on a modern longboard on 4 wheels, selling quality longboards and skateboards online at <http://LongboardsUSA.com>.

#### Head of Marketing

October 2014 to now

Responsible for all aspects of Marketing and Operations

- Created E-Commerce Store and product placements, resulting in growing online B2C sales.
- Increased Website traffic 100%+, SEO, SEM and got to first page of Google for multiple keywords.
- Strategy, PR, and Social Media campaigns resulting in highly active Pinterest boards and Instagram account.
- Vendor relations, sourcing, marketing operations and business management.

### Oracle Corporation

Redwood Shores, California

The world's largest enterprise software company with annual revenues of \$37.1 billion and 115,166 employees. Fortune 100 company that develops, manufactures, markets, and distributes Database, Middleware, Applications Software and Hardware, Engineered to Work Together.

#### Senior Director Global Campaigns Marketing – Campaign Science

2012 to June 2014

Focus on Campaign Best Practices, Buyers Journey and Lead Nurturing. Optimizing demand generation campaigns to increase yield on marketing investments. Building Social Media execution practices for North America.

- Redefined Landing Pages and optimized digital campaigns resulting in 18% ROI improvements.
- Managed team supporting marketing execution activities for Cloud/SaaS and on-premise campaign managers.
- Defined Social Media posting processes for Campaigns across Facebook hubs and Twitter.

**Rene Saltzherr**

**Senior Director Marketing Operations, Demand Marketing Services**

**2008 to 2012**

Leading a global team of 200 supporting the many aspects of marketing from awareness, events, web marketing, lead management, lead nurturing and Business Intelligence supporting worldwide marketing.

- Redefined Business Intelligence and Business Insight, to be actionable, mobile and driving real business decisions. Supporting Marketing Executive team and all Marketers.
- Modernized events support and extended reach by using different channels and a fresh look and feel
- Increased Lead nurturing as well as Global Lead Management by taking-500.000 leads/quarter- and follow up closely with Sales and Marketing through process improvements resulting in 20% higher pipeline contribution.

**Senior Director Marketing, Global Lead Management / Executive Reporting**

**2004 to 2008**

Managed worldwide lead flow process, ensuring all marketing leads reached the correct sales team. Build and led a 35-person team across the globe to monitor and track more than 120,000 leads every quarter.

- Reduced lag time between marketing events and lead delivery 400%, from weeks to hours.
- Worked with global marketing and sales operations to identify bottlenecks in lead delivery, develop processes to shorten lag time and created lead scoring models to measure success.
- Quantified marketing's contribution to business goals, building trust in marketing by providing transparency.
- Specified marketing KPI dashboards showing result-oriented dimensions, including campaign to cash, event marketing funnel, lead conversion and pipeline contribution by channel, region and product.
- Collected marketing data and conveyed key efficiency results to CMO and executive management.
- Communicated division's achievements, metrics across the marketing and sales organization on monthly basis.
- Set strategic direction and drove enhancements to marketing's core applications and custom-developed solutions used by more than 500 marketing managers around the world.

**Senior Director Marketing Solutions, Applications IT**

**2001 to 2004**

Managed 5-30 personnel worldwide in support of Oracle Marketing Online. Provided project/resource management, documenting global business processes, manage production issues, cooperating with business users.

- Enhanced marketing tracking via linkage of 100% of activities to 500 products, increased accountability 60%.

**Director e-Marketing, Corporate Marketing**

**2000 to 2001**

Designed, developed and deployed digital marketing vehicles like e-blasts, web tracking, content management, evaluators and online conferences. Managed cross-functional teams to ensure marketing and product messaging.

- Pioneered cutting-edge web initiatives like online events, attracting more than 5,000 participants in the initial events, and more than 1,000 multi-media iSeminars that are watched every day.
- Consolidated marketing processes/activities from various countries into a global web-based organization, moving from 50 webmasters to 200 content providers and 1 global brand.
- Designed/built a global web-based email system that has delivered more than 500 million marketing B2B emails.

**Principal Product Manager for Oracle Developer Server & Web Developer Suite**

**1997 to 2000**

Coordinated product launches and marketing events, using cross-functional teams to demonstrate new technologies and generate sales.

- Assisted with the development/execution of major corporate marketing events such as Oracle OpenWorld and iDevelop, attended by thousands of developers.
- Facilitated the release of Web Developer Suite, coordinating marketing events highlighting customer benefits.
- Worked with product marketing team to create collateral/events to highlight new products for product launches.

**Oracle the Netherlands**

*De Meern, the Netherlands*

**Product Sales Representative Development Tools**

**1995 to 1997**

Acted as an individual producer to generate sales to large Dutch companies. Represented all technology tools/products such as Designer, Developer and Discoverer.

- Qualified for Sales Quota Club in 1995, 1996 and 1997.
- Assisted marketing with product launches and major events to promote Tools technology.
- Instrumental in making Oracle the Netherlands one of the leading Oracle-tools sales countries within EMEA.

**Consultant and Pre-Post Sales Consultant Technology Products**

**1990 to 1995**

**Content Automatisering**

*The Hague, the Netherlands*

**Sr. IT Consultant**

**1990 to 1990**

**EDUCATION & PROFESSIONAL DEVELOPMENT**

**Master of Science in Computer Science • Technical University of Delft • Delft, the Netherlands**