



# MELROY COELHO

EXECUTIVE MARKETING LEADERSHIP

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Brampton, ON, Canada



Developed framework and SOPs for Playbooks and Campaigns to **deliver marketing excellence** across marketing touchpoints and track journey



Industry Thought Leadership: Developed a **global benchmark survey** for industry sector



**Reduced sales cycle** from 24+ months to under 12 months

## EXPERTISE

- Nominated for digital business of 2023 by **Canadian SME National Business Awards**
- Mentor at *Maarg.startupindia.gov.in*
- Marketing practitioner utilizing **best-practices based marketing frameworks** *Sirius Decisions PMM*
- **Published Best Selling Author:** Agile Hypergrowth Marketing as a service (MaaS): Executing the 10 Ps of Agile MaaS Paperback - Jan. 29 2022
- **Advisory Board Member:** Executing Growth Marketing Playbooks for B2B Tech companies every quarter, delivering measurable outcomes
- **Sales Pipeline:** Delivering Marketing (influenced and qualified) leads and appointments with inbound marketing programs and campaigns
- **Enterprise valuation:** Increasing brand value for investors and M&A exit strategies through targeted quarterly campaigns
- Leveraging **best-in-class marketing technology stack platform** (*ABM, SFAP, CRM, MAP, LMS, CMS + others*), to achieve the **rule of 40 & TMTM**, for SaaS based technology disruptors and innovators. Utilizing 80% of Martech stack framework
- Strategically executing sustainable **demand generation engine** for Enterprise (Gartner MQ listed & Forrester Emerging growth) *Private Equity companies*
- Strategic marketing management in the technology sector for **\$25 - \$150M annual revenue enterprises**
- Executed 20+ marketing playbooks and 80+ campaigns creating **\$48M in opportunity pipeline**
- Award for **best technology in the Industry**
- Built **demand generation engine** for Prospect Engagement, Customer Acquisition, Customer Retention, Cross-sell and Upsell Programs to deliver marketing influenced opportunities
- Leveraged leading **Account Based Marketing (ABM)** solutions such as Terminus, Jabmo and 6Sense
- Contributed content to analyst (Forrester, Sirius Decisions, Gartner, IDC, Quadrant Solutions and ARC) briefing meetings to share **innovative technology being developed**
- **High Performance Business Unit Leadership:** Managing and executing projects and initiatives with core marketing team and agencies (distributed across the world)
- **Best-in-class Emerging Company Marketing Portfolio Management:** Utilizing Sirius Decisions PMM Methodology, DemandMetric & Pragmatic Marketing Frameworks
- Global PR Strategy Deployment: **Grew PR value** by 11x from \$142 k to \$1.6M
- **Integrated Stakeholder Relations Playbook:** Collaborating with industry leaders, market research analysts, executive management and internal cross-functional teams to communicate and accomplish objectives



## CAREER SYNOPSIS



- 2023 - PRESENT**  
**VP of Marketing**  
Datanetiix Solutions Inc.
- 2022 - 2023**  
**Sr Director, Marketing Operations and Strategy**  
Datanetiix Solutions Inc.
- 2021 - PRESENT**  
**Advisory Board Member**  
RadGreen
- 2019 - PRESENT**  
**Global Marketing Director**  
Escher (Remote) | Ireland, USA, Singapore, Malaysia
- 2015 - 2018**  
**Director of Marketing**  
International Markets (Remote) | HighJump
- 2012 - 2015**  
**Vertical Markets Manager**  
SOTI Toronto, ON
- 2007 - 2011**  
**Product Marketing & Product Manager**  
TransCore | Toronto, ON
- 2003 - 2007**  
**Project Sales General Manager**  
SMARTSTAGE | Las Vegas, NV
- 2001 - 2003**  
**Account Manager**  
UPS | Toronto, ON

## EDUCATION



- 2022** Agile Marketing, Machine Learning, AI, Data Science, Digital Transformation & P2P Edge Computing | Escher University
- 2022** DemandMetric Customer Marketing Resource and Project Planning Escher University
- 2021** Salesforce Trailblazer WordPress, Pardot, Terminus & Jabmo
- SINCE 2017** SiriusDecisions Customer Account Based Marketing & Portfolio Marketing
- 2017** Supply Chain Strategy & Management | MIT, Sloan School of Management | Cambridge, MA
- 2011** MBA, Essentials for Managers Rotman School of Management (University of Toronto) Toronto, ON
- 2010** Certified Product Manager & Product Marketing | Pragmatic Marketing Certified | Toronto, ON
- 2009** Certified Product Marketing Manager AIPMM | Toronto, ON
- 1995** Postgraduate Diploma in Marketing, Chartered Marketer | Chartered Institute of Marketing (CIM) | UK

## CORE COMPETENCIES

- Account Based Marketing
- Capture & Pursuit Planning
- Best-in-Class MarTech. Stack
- Customer Acquisition, Retention, Cross-sell & Upsell Campaigns
- Demand Generation Engine
- Extranet & Intranet Portals - Staff, Customers & Partners
- Digital Content Library, Sales Enablement, Training & Certification