

ANNE CASANOVA

VP MARKETING | REVENUE OPERATOR | ENTERPRISE AI & B2B SAAS GROWTH
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EXECUTIVE PROFILE

Revenue operator and marketing executive who takes responsibility for the full system behind growth - not just campaigns. Has helped scale businesses from \$2M to \$18M, \$12M to \$36M, \$35M to \$169M, and \$90M to \$430M while increasing pipeline 450%, reducing CAC 66%, and leading teams from one to 32. Known for collaborative, low-ego leadership, structured problem solving, clear executive communication, and the adaptability to move from hands-on 0-to-1 building to managing complex, global organizations. Brings product-led and sales-led growth experience across AI and B2B SaaS, translating complex products and data into decisions teams can act on. Builds company-specific playbooks and compounding demand engines measured by pipeline quality, conversion, revenue, retention, and ROI.

SKILLS

- Cross-Functional Collaboration, Structured Problem Solving, Executive Presence & Communication, Adaptability & Change Leadership, Ownership of Revenue, Teams, Budgets & Outcomes, Enterprise AI & B2B SaaS, Positioning, Demand & ABM, Product Marketing, Sales Enablement, Partner & Lifecycle Growth, Attribution, Forecasting & AI Operations

WORK EXPERIENCE

SELECTED EXECUTIVE ENGAGEMENTS

2025 - Present

VP Marketing

Selected by executive teams to solve defined growth problems across enterprise technology, dynamic pricing, education, and developer ecosystems.

- Partnered with Sales leadership and RevOps at HP IT & Consulting to build an enterprise ABX program and use AI-assisted won/lost analysis to clean a quarter of sales data. The work exposed stages based on seller confidence rather than buyer evidence and reframed criteria around observable buyer signals to strengthen pipeline quality and forecast discipline.
- Diagnosed the highest-leverage growth constraints at Catalate, then rebuilt positioning, account focus, paid programs, PR, and conversion paths to increase revenue from \$2.0M to \$3.6M in 90 days.
- Worked across academic, corporate, and technology partners at UC Berkeley Extension to create new programs and partnerships that doubled revenue in six months.

ELTROPY

2022 - 2024

Vice President, Marketing & Strategy

AI-powered communications SaaS for banks, credit unions, and regulated financial institutions.

- Held end-to-end responsibility for a 7-person marketing organization and \$3.5M budget across brand, product marketing, demand generation, ABM, field/events, partner and lifecycle marketing, PR/analyst relations, sales enablement, RevOps, and executive reporting.
- Tripled revenue from \$12M to \$36M and increased pipeline 450%, from \$6M to \$33M in six months, by aligning Sales, SDRs, Product, Customer Success, and RevOps around shared ICPs, workflows, dashboards, and operating reviews.
- Improved close rates from 12% to 23% and NRR from 79% to 91% by diagnosing conversion and retention gaps, then translating AI capabilities into buyer narratives, customer proof, sales plays, onboarding, and expansion programs.
- Increased brand awareness 28%, expanded annual PR mentions from 3 to 21+, and prepared C-suite leaders for 8+ speaking opportunities through clear narratives, customer storytelling, analyst relations, awards, and earned media.

NEXT INSURANCE

2021 - 2022

Head of B2B Marketing

Digital small-business insurance platform sold through a nationwide agent and partner ecosystem.

- Built and led the B2B agent and partner-marketing function with responsibility for a 3-person team, two agencies, and a \$2M budget across ABM, digital, content, lifecycle, onboarding, training, and enablement.
- Generated \$21M in new revenue by onboarding and activating 1,200+ independent agents in 12 months through integrated partner, content, digital, lifecycle, and account programs.
- Partnered with Product and Compliance to turn agent feedback and funnel data into automated journeys, segmentation, lead scoring, and training that reduced onboarding time 20% and increased repeat coverage requests 23%.

AVAAMO AI

2020 - 2021

Head of Marketing

Enterprise conversational AI platform serving healthcare, financial services, and global buying committees.

- Led a globally distributed 5-person team across North America, EMEA, and APAC and a \$1.2M budget, adapting positioning, product marketing, demand generation, ABM, content, lifecycle, events, and sales enablement to regional markets.

- Generated \$9.1M in new revenue, increased pipeline 300%, and reduced onboarding time 37% within seven months by identifying the strongest healthcare and financial-services use cases and aligning Sales, Marketing, and Customer Success around them.
- Turned complex AI/NLP, Epic integrations, and enterprise workflows into clear operational and ROI narratives for executives, sellers, and buyers; built customer proof involving UCSF, UC Health, and Sutter Health and secured Gartner and Forrester recognition.

BOOMTOWN

2019 - 2020

Senior Director, Marketing

Series A customer-experience technology company; first marketing hire and 0-to-1 GTM builder.

- As the first marketing hire, moved between executive strategy and hands-on execution to build positioning, product marketing, website/content, demand generation, sales enablement, partner GTM, and the operating cadence from the ground up.
- Scaled ARR 9x from \$2M to \$18M in one year and built a partner channel contributing 38% of revenue.
- Partnered with Sales, Product, and channel leaders to create partner plays, customer proof, and clear sales narratives that improved pipeline quality and gave the company a repeatable enterprise story.

CREDO MOBILE

2016 - 2019

Senior Director, Sales & Marketing

High-volume subscription business spanning acquisition, retention, lifecycle, and sales development.

- Held responsibility for a 32-person Marketing, Sales, and SDR organization and approximately \$38M annual budget, setting priorities, allocating resources, and presenting performance to executives.
- Helped scale revenue from \$90M to \$430M and reduced CAC 66%, from \$943 to \$318, through channel, conversion, and budget optimization.
- Used cohort, channel, and conversion economics to solve acquisition and retention issues, reallocate spend, and improve performance across a high-volume subscription funnel.

USTREAM

2012 - 2016

Senior Director, Marketing & Brand

Cloud-video platform spanning self-service, SMB, and enterprise motions; acquired by IBM.

- Led a 20-person team and \$18M budget, collaborating with Product, Sales, and executive leadership to reposition a consumer product into B2B SaaS across brand, product marketing, digital acquisition, website conversion, content, analyst relations, and enterprise demand.
- Scaled revenue from \$35M to \$169M; Marketing generated 83% of sales opportunities and improved SMB conversion from 9% to 27%, supporting the IBM acquisition.
- Connected self-service, freemium, SMB, and enterprise teams around one clear brand and product story that supported both digital conversion and complex sales.

DEALIX, A COBALT GROUP COMPANY

2009 - 2011

Senior Director, Marketing

- Helped grow revenue from \$68M to \$210M by scaling digital acquisition, automotive marketplace, dealer, and performance programs; Cobalt, including Dealix, was acquired by ADP.
- Aligned consumers, dealers, dealer groups, manufacturers, and marketplace partners around integrated programs focused on lead quality and conversion.

PSPRINT

2007 - 2008

Senior Marketing Director

- Helped grow revenue from \$45M to \$115M through digital acquisition, vertical offers, reseller programs, segmentation, and conversion; the company was later acquired by Deluxe.
- Turned customer research into clear, segment-specific offers and new channels, including real-estate and reseller programs designed around small-business buying needs.

HOMESTEAD TECHNOLOGIES

2005 - 2007

Director, Marketing

- Grew revenue 128% and led a 10-person team by simplifying website, hosting, and e-commerce products for small-business buyers; acquired by Intuit.
- Translated technical capabilities into a clear customer story centered on credibility, customer acquisition, and the ability to sell online.

EDUCATION & TECHNOLOGY

University of California, Berkeley

Bachelor of Science, Business Administration