

ANNE CASANOVA

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VP MARKETING | AI & VERTICAL SAAS | REVENUE, BRAND & PRODUCT MARKETING

Revenue-focused B2B SaaS marketing executive with 15+ years building and scaling full-funnel GTM engines across AI, fintech, insurance, healthcare, customer engagement, and enterprise technology. Proven success aligning brand, product marketing, content, PR/analyst relations, demand generation, lifecycle, partner/channel marketing, Sales, Product, Customer Success, and RevOps to accelerate pipeline, ARR, retention, and category credibility. Known for translating complex AI and technical capabilities into clear, differentiated business value.

VP MARKETING ROLE ALIGNMENT

- Revenue and pipeline: grew revenue 230% from \$12M to \$36M and increased pipeline 450% from \$6M to \$33M in six months.
- AI and complex-technology storytelling: positioned AI-powered communications and conversational AI platforms for enterprise, healthcare, financial services, and regulated-market buyers.
- Brand, category, and market influence: led PR, analyst relations, executive communications, customer-proof narratives, industry awards, and speaking programs to strengthen market credibility.
- Product marketing and sales enablement: built buyer messaging, personas, sales plays, case studies, partner materials, launch readiness, and deal-stage content to improve close rates from 12% to 23%.
- Organization building: managed teams up to 32 and budgets up to \$38M while partnering closely with Sales, Product, Customer Success, RevOps, agencies, and executive leadership.

CORE LEADERSHIP AREAS

Enterprise GTM Strategy | Revenue Marketing | Brand Positioning | Product Marketing | AI & Vertical SaaS GTM | Content Strategy | Creative Direction | PR & Analyst Relations | Executive Communications | Customer Advocacy | Demand Generation | ABM/ABX | Field & Event Marketing | Partner & Channel Marketing | Sales Enablement | Lifecycle & Retention | RevOps Alignment | Pipeline Forecasting | Team & Agency Leadership | Salesforce | HubSpot | Gong | Clari | AI-Assisted Marketing

PROFESSIONAL EXPERIENCE

Fractional VP Marketing / GTM Advisor

2025 – Present

- Advise startup through Series C organizations on GTM strategy, AI positioning, demand generation, ABM/ABX, product marketing, revenue operations, and executive-level growth planning.
- Built ABX strategy for HP IT & Consulting and created growth programs across enterprise technology, legal services, dynamic pricing, education, and developer communities.
- Scaled Catalate revenue from \$2M to \$3.6M in three months through positioning and demand-generation optimization; helped The Estate Lawyers grow revenue 210% through referral and partnership programs.
- Create messaging, content, lifecycle, partner/referral, website-conversion, sales-enablement, and executive-reporting programs that connect marketing activity to revenue outcomes.

Eltropy | VP Marketing & Strategy

2022 – 2024

AI-powered communications SaaS platform serving banks, credit unions, and financial institutions.

- Led integrated marketing strategy across demand generation, ABM, field/events, partner marketing, lifecycle/customer marketing, PR, analyst relations, sales enablement, and RevOps alignment.
- Grew revenue 230% from \$12M to \$36M and increased pipeline 450% from \$6M to \$33M in six months by refining ICPs, strengthening messaging, and aligning Sales, SDR, Customer Success, and RevOps around shared full-funnel programs.
- Owned positioning and enterprise narratives for complex AI-powered customer engagement technology in regulated financial services; translated technical capabilities into clear business outcomes for executives and buying committees.
- Improved close rates from 12% to 23% through buyer messaging, sales playbooks, deal-stage content, customer proof, and field/account programs.
- Improved NRR from 79% to 91% with lifecycle, expansion, and churn-prevention programs that connected Marketing,

CS, and Sales around retention and growth.

- Scaled PR mentions 150%, expanded executive speaking presence, and secured industry awards to strengthen credibility and category leadership; managed a 7-person team and \$3.5M annual budget.

NEXT Insurance | Head of B2B Marketing

2021 – 2022

High-growth digital insurance platform operating across a regulated national broker, agency, and partner ecosystem.

- Built and scaled the B2B agent and partner marketing function to support nationwide acquisition, activation, and enablement across a 50-state regulated environment.
- Generated \$21M in new revenue by onboarding and activating 1,200+ independent agents in 12 months through integrated partner, content, digital, lifecycle, and ABM programs.
- Created segment-specific messaging, training, automated onboarding, and partner communications that reduced agent onboarding time 20% and increased repeat coverage requests 23%.
- Partnered with executive leadership, Sales, Product, and Compliance during rapid growth and major funding milestones.

Avaamo | Head of Marketing

2020 – 2021

Enterprise conversational AI platform serving complex buying committees across healthcare, financial services, and global enterprise markets.

- Led enterprise marketing strategy and global GTM programs for conversational AI, translating NLP and AI capabilities into buyer-ready business narratives across healthcare, financial services, and enterprise accounts.
- Increased pipeline 300% and generated \$9.1M in revenue within seven months through vertical messaging, global ABM, lifecycle campaigns, and a close Sales partnership.
- Built customer-proof storytelling, PR, and analyst-relations programs, and executive narratives that made complex AI use cases clear to non-technical stakeholders.
- Supported healthcare growth initiatives with UCSF, UC Health systems, and Sutter Health; company acquired by Mahindra Partners.

Boomtown | Senior Director Marketing

2019 – 2020

Series A customer-experience technology company requiring a 0-to-1 GTM, positioning, and partner-growth foundation.

- Served as first marketing hire and built the GTM engine across positioning, product marketing, demand generation, sales enablement, partner marketing, and operating cadence.
- Scaled ARR from \$2M to \$18M in one year and built a partner channel contributing 38% of company revenue.
- Created sales narratives, partner plays, customer-facing content, and account-specific programs that improved pipeline quality and supported acquisition by OvationCXM.

EARLIER LEADERSHIP EXPERIENCE

Credo Mobile | Senior Director Sales & Marketing

2016 – 2019

- Managed a 32-person organization across Marketing, Sales, and SDR teams with an annual budget of approximately \$38M; helped scale revenue from \$90M to \$430M.
- Led acquisition, retention, lifecycle marketing, sales development, and brand programs while reducing CAC 66% through acquisition and channel-performance optimization.

Ustream (acquired by IBM) | Senior Director Marketing

2012 – 2016

- Managed a 20-person team and \$18M annual marketing budget while scaling company revenue from \$35M to \$169M and supporting a successful IBM acquisition.
- Generated 83% of company sales opportunities through marketing, improved SMB conversion from 9% to 27%, and led PLG/freemium, self-service acquisition, enterprise demand generation, product marketing, and analyst relations.

EDUCATION

University of California, Berkeley — Bachelor of Science, Business Administration

American Marketing Association — AI in Digital Marketing Certification

Marketing portfolio: <https://annecasanova.replit.app/>