

# JOHN J. WALL III

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## MARKETING MANAGEMENT

Dynamic and innovative professional with a strong customer focus complemented by extensive social media, interactive technology, lead generation, and multi-channel marketing experience. Proven ability to administer department P&L; lead and mentor direct reports and cross-functional teams; and provide exceptional sales support that includes collateral development, product demonstrations, and CRM system management. Highly collaborative leader who drives change; thrives in fast-paced environments; and easily bridges the gap between marketing and information technology.

Market Research & Strategy ▪ Multi-Channel Marketing ▪ Vendor Management ▪ Sales Support ▪ Social Media ▪ Copy Writing ▪ Internet Marketing ▪ Business & Market Analysis ▪ Operational Streamlining ▪ Communications ▪ Presentations ▪ Training & Development ▪ Program Management ▪ PPC ▪ SEO

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## PROFESSIONAL EXPERIENCE

**ACCUREV**, Lexington, MA, 2005 to present

*Software development tools including support for Agile and next generation version control. 75 employees, Venture Capital funded in 2005, cash flow positive in 2009.*

### MARKETING PROGRAMS MANAGER

Report to Vice President of Marketing and Business Development with responsibility for devising and executing multi-channel marketing and lead generation programs. Designed and implemented webinars, trade shows, video, blogs, paid search, e-mail, and search engine optimization (SEO) to reach a variety of audiences. Supervise up to three direct reports, often on a contract basis; administer \$250,000 annual budget.

- Managed all aspects of development and delivery (content, promotion, and hosting) for 20+ Webinars annually, each attracting up to 800 participants.
- Delivered more than 30,000 leads in 2009 via trade shows and related activities.
- Increased client base from 100 to 500+ through effective use of lead generation programs.
- Launched Manticore, a marketing automation system that integrates e-mail, Web analytics, and salesforce.com, using multiple e-mail tracks to improve average response rates by up to 1,000%.

**MARKETINGSHERPA**, Warren, RI, 2004 to 2005

*Acquired by MarketingExperiments.com in 2009, publishes case studies, analyst reports, and best practices for more than 173,000 subscribers*

### DIRECTOR OF MARKETING OPERATIONS

Reported directly to company President /Publisher, overseeing special events and back-office systems.

- Assumed logistics' leadership for a major conference four weeks prior to the event, successfully managing three contractors, 14 speakers, 100+ attendees, and a \$100,000 budget.

**TIBERSOFT, Westborough, MA, 2000 to 2004**

*VC funded provider of Internet-enabled procurement and business intelligence solutions for food service clients*

**DIRECTOR OF MARKETING**

Created Goldmine CRM procedures; developed Webinars, marketing communications, and lead generation strategies for \$11 million startup serving high-profile clients such as Sysco, Aramark, The Cheesecake Factory, and Wolfgang Puck Companies.

**DIGITAL CONSULTING INSTITUTE (DCI), Andover, MA, 1998 to 2000**

*Bootstrapped startup acquired by Shared Insights that provides education, trade shows, & marketing consulting services*

**ELECTRONIC MARKETING PROJECT MANAGER**

Created electronic promotions for company events (Data Warehouse World, CRM conferences, Microsoft events, etc.). Developed and implemented marketing strategies and tactics for Sales Force Automation/Customer Relationship Management shows. Directed print, TV, radio, Web, and e-mail campaigns; produced more than one million direct marketing pieces per year.

- Led multiple operational improvement initiatives:
  - Created company extranet, used by designers and commercial printers, which shortened cycle times and reduced late charges by 40+ %.
  - Outsourced prospect lists (more than eight million records), which improved DCI's ability to develop predictive database models.

**ARBITRATION FORUMS, Tampa, FL, Seattle, WA, San Francisco, CA, & Boston, MA, 1992 to 1997**  
*Provider of alternative dispute resolution services for the insurance industry*

**DIRECTOR OF OPERATIONS**

Managed national operations for a \$14 million business, supervising 100+ employees located throughout the U.S. Trained and mentored office and field-based staff; personally delivered more than 300 presentations for arbitrators and customer groups of up to 250 participants each.

- Increased profitability by 18% and signed two major prospects.
- Reduced legal and property-related expenses by 15% with advantageous lease negotiations involving 22 office locations.
- Cut case processing errors by 25% with targeted employee training and coaching.

**ADDITIONAL EXPERIENCE**

**M SHOW PRODUCTIONS, LLC, Natick, MA, 2005 to present**  
*Provider of new media consulting services and presentations*

### **FOUNDER/PRODUCER**

Manage daily operations and partnerships for company that became cash-flow positive in 2009. Consult with clients; deliver up to five speaking engagements per year.

- Achieved nationwide recognition with podcasts profiled by CBS Evening News, The Associated Press, *the Boston Globe*, *the Boston Herald*, and Yahoo! 2005 Year in Review.
- Produced CD audio programs for David Meerman Scott's best-selling *The New Rules of Marketing & PR*.
- Launched RoninMarketeer.com in 2006, a Website that now receives 400+ daily views.
- Created MarketingOverCoffee.com in 2007, which has increased its audience to 3000+ listeners per broadcast and been picked up by MarketingPros.
- Interview subjects include Seth Godin, Chris Brogan, and Mitch Joel

### **AWARDS & RECOGNITION**

SXSW Hive Award, "Best Podcast," 2010

Cited in David Meerman Scott's *The New Rules of Marketing & PR*, Wiley Publishing, 2009

Dreamforce Customer Hero Award, Salesforce.com, 2009

DemandGen 10 Award, Automation of Sales and Marketing Pipeline Generation, 2009

W3 Silver Award for Marketing Over Coffee, 2008

### **PUBLICATIONS**

Contributor: "How to Do Direct Marketing Testing," DMNews, 2007

Contributor: *Email Marketing by the Numbers*, Chris Baggott, Wiley Publishing, 2007

Contributor: *Join the Conversation*, Joseph Jaffe, Wiley Publishing, 2007

### **TECHNICAL SKILLS**

Salesforce.com Administrator ▪ ExactTarget ▪ Manticore ▪ Google Analytics ▪ Google & Facebook Advertising Applications ▪ AWStats ▪ Photoshop ▪ Dreamweaver ▪ Audio & Video Editing

### **EDUCATION**

BA in Economics, University of Massachusetts, Amherst, MA