



Virtual **Team.**  
Visible **Results.**



### KAREN MCNAUGHTON, CHIEF MARKETER

- Marketing Operations/Effectiveness
- Demand Generation/Sales Enablement
- Your Marketing Team "Glue": Reflective, analytical, strong and strategic

Karen is a seasoned expert in technology marketing, with over 15 years of helping organizations develop and deploy revenue-generating marketing programs that truly impact sales and help to differentiate companies from their competition.



### MARKETING OPERATIONS & EFFECTIVENESS

- SaaS tools & technology assessment
- Monitoring, measuring, and analyzing the effectiveness of marketing initiatives
- Guidance on marketing and sales activities, effectiveness, and business impact
- Vendor selection- marketing automation & CRM tools
- Resource alignment, process development and team development for modern marketing operations



### DEMAND GENERATION & SALES ENABLEMENT

- Digital marketing strategy & analysis
- Email marketing campaigns audit
- Marketing funnel analysis (MCL->SAL)
- Marketing-> Sales flow/synergies analysis
- Design/implementation of automated campaigns



Let's **Start** the Conversation.

**POSSIBLE SCENARIOS:**

**Virtual Director/VP Marketing Operations**

Typically a 3-12 month commitment on a 1-3 day/week basis.

**Project-Based**

TBD based on scope and timeframe. Works well with marketing automation/ CRM technology deployments.

**Hourly Consulting**

Ideal for short-term or one-off engagements.