

KAI ROSTCHECK

Marketing & Strategy

INFO



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EDUCATION

BACHELOR OF ARTS, HUMANITIES

UNIVERSITY OF NEW HAMPSHIRE

SETH GODIN'S ALTMBA

(GRADUATE)

LANDMARK EDUCATION, SELF- EXPRESSION & LEADERSHIP PROGRAM

(COACH)

DALE CARNEGIE SALES TRAINING

(Highest Achiever Award)

PROFILE

I'm about startups, scale-ups, energy and fun. Focused on sales enablement and bottom line, I lead all aspects of B2B marketing & business strategy including competitive analysis, segmentation and brand differentiation. SaaS/Cloud/Tech is my sweet spot. I love ARR and (useful) analytics.

EXPERIENCE

Business Strategy Manager II

HP, Inc. / June 2018 - Present

Managing business integration initiatives, primarily focused on alignment of go to market strategy.

VP Marketing & Strategy,

Evanios / Orlando, FL (Acquired by HP, Inc.) / 2016 - 2018

Oversaw all aspects of marketing & corporate strategy during a rapid global expansion of our AIOps platform. Responsibilities included competitive positioning, analyst relations, partnership development, content strategy, agency management, platform automation, hiring and cultural growth. Lead growth of 418% drove 100%+ year over year revenue gains, fueling the company's successful exit.

Marketing Director

Evanios / Orlando, FL / 2015 - 2016

Built and lead all go to market initiatives during launch phase of an enterprise machine learning automation application. Created channel strategy and sales onboarding tools including brochures, call guides, case studies, data sheets, first call deck, battle cards, reseller programs. Managed trade shows and analyst briefings. Hired and trained initial sales team, launched website v2.0, built SEM, SEO and conversion-focused calls to action. Doubled revenue year over year.

Marketing Communications Consultant

Massachusetts & North Carolina / 2014 - 2015

Directed Marketing Communications for the IT Division of Baystate Health, one of the largest health systems in New England, during strategic planning and go-live of distributed cloud-based systems affecting thousands of patients and cross-functional employees. Improved collaboration and performance by implementing stakeholder assessments, risk analysis, clearly defined goals, objective measurements and feedback loops.

SKILLS

- Lead Generation
- Marketing Automation
- Content Creation
- Product Launches
- Campaign Building
- Partner Enablement
- Competitive Positioning
- Trade Show Planning
- Agency Management
- Analyst Relations
- SEO
- SEM
- Social
- Conversion Optimization
- Salesforce
- HubSpot
- Slack

CATCH ME HAVING FUN

Mentorship (Boston World Partnerships & Entrepreneurship Foundation of New England)

Travel (Amsterdam, Barcelona, Budapest, Copenhagen, Krakow, London, Panama City, Sète, etc.)

Tiny Houses (Founder of Tiny House Lending & Tiny House Dating)

Burning Man (2017, 2018)

EXPERIENCE CONTINUED

Director of Marketing,

ZEEVEE / Littleton, MA / 2011 - 2014

Led expansion into new vertical markets for a manufacturer of HDTV and digital signage applications. Repositioned and globalized the brand. Directed domestic and international launches of new product lines. Implemented marketing automation (via Salesforce.com) and improved sales pipeline through content marketing, saving \$146K annually in recurring advertising costs. Created campaigns that produced \$500K in immediate revenue while contributing an additional \$3.5M to forecast. Produced nearly 5,000 qualified leads in new markets, growing prospect database 71% and improving open rates 48%. Increased time on site 78% and pages per visit 29% through website redesign and optimization.

Managing Partner

ROI Blitz Internet Marketing Agency / Hopedale, MA / 2009 - 2011

Built a full-service performance marketing agency providing website development, SEO, SEM and content generation. Developed and managed an international team of copywriters, designers, programmers, social media managers and keyword analysts. Repositioned several B2B and Consumer Product companies by generating thought leadership content in fields as diverse as employee performance and sustainable energy. Enhanced website design, built landing pages, produced videos and implemented CTAs. Managed inbound marketing via HubSpot.

Integrated Media Sales

CONFORMITY MAGAZINE / Littleton, MA / 2006 - 2009

Pioneered an industry exclusive lead generation program for an international regulatory compliance publication serving electrical and safety engineers; extended advertiser base and increased margins, renewals, and repeat advertising. Exceeded 100%+ sales goal for 22 consecutive periods.

National Accounts & Business Development Manager

3COM CORPORATION / Marlborough, MA / 1999 - 2004

Promoted from Inside Channel Sales to Business Development Manager then advanced to National Account Manager responsible for partner marketing with retail (Staples, Best Buy) and ecommerce partners (CDW, PC Connection). Led the national launch of two Internet appliances, pioneering the onset of connected home and streaming digital music consumer technologies. Managed senior-level relationships with buyers, including online and offline positioning, point-of-purchase displays and training curriculum. Expanded market share by originating new strategic partnerships in non-traditional markets. Quarterly revenue exceeded \$1M.