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| **FADI SEMAAN (**HE/HIM) | **416-996-4842 •** [**fsemaan416@gmail.com**](mailto:fsemaan416@gmail.com)  **Toronto, ON •** [**linkedin.com/in/fadisemaanseo**](http://linkedin.com/in/fadisemaanseo) |

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| **SENIOR MARKETING EXECUTIVE** As a data- and results-driven senior strategist, I have a track record of driving successful B2B Go-To-Market innovative strategies and global demand generation campaigns that exceed business objectives. I am a subject-matter expert in demand generation, field, and digital marketing with 19 years of experience. I thrive as a cross-functional collaborator and a team player who is known for my strong work ethic, attention to detail, and direct contributions to driving business growth. Overall, I am a visionary and inspirational leader who excels at building, developing, and transforming marketing teams into efficient entities through the science of engagement. |

***CORE BUSINESS COMPETENCIES***

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| * Executive leadership * Business reengineering * Process improvement * Team building with science of engagement * Operations efficiency | * KPI / SLA management and execution * Demand generation / field / channel / ABM / executive marketing * B2B / B2G strategic marketing * Change management * Budget / P&L | * Public relations / communications * Solution marketing * Market intelligence/ research / insight * Marketing forecast / pipeline generation and acceleration management |

***KEY ACCOMPLISHMENTS***

**Generating growth in field and strengthening digital marketing channels**

* Overhauled Arria’s digital Go-To-Market strategy by consolidating three websites, implementing web visibility, and integrating social media, blogging, and ads into the Go-To-Market plan. Leads originating from digital sources increased by 500%.
* Hired by Red Hat to establish its first-ever Canadian field marketing team and plan. Achieved and sustained high double-digit growth of over 30% by expanding into and integrating product launches, demand generation, channel, ABM, and executive marketing in the field Go-To-Market plan.
* Transformed the revenue trajectory of Solution416 S&M customers by automating custom digital marketing plans for the web, video, and social. Quadrupled digital-originated purchases over 12 months.

**Being recognized for driving strong results**

* Given the Unsung Hero Award for identifying weaknesses in marketing and sale organizations at Arria and actively driving change to eliminate bottlenecks and increase effectiveness.
* Awarded Red Hat Marketing Manager of the Year for doubling revenue over 3 years, with 70% coming from the emerging technologies segment.
* Earned the Circle of Excellence Award, given to the marketer that added the most value in terms of revenue. The My SEO program grew to contribute 70% of Solution416 revenue in 2 years.

**Creating winning strategies**

* Created the first-ever C-level Executive Marketing Program at Red Hat and Arria to bolster the pipeline and drive greater performance from our strategic customer base. Increased participation to 99% by converting certain elements to virtual.
* Produced the regional Account-Based Marketing plan at Red Hat to acquire new accounts and deepen existing relationships, which accelerated the expansion of these accounts and enhanced revenue by 400%.
* Organized monthly in-person and virtual educational meet-ups to increase awareness and drive new customers, which contributed to 35% of the Solution416 pipeline.

**Focusing on the customer**

* Created Red Hat’s first-ever customer success strategy to drive product adoption, revenue growth, and customer retention. Surpassed revenue goals by 175%, generating $4M in new business and renewals.
* Managed all aspects of the relationship with IBM Canada during the acquisition. Maintained the Red Hat customer experience at 100%. Increased customer satisfaction by 10 points.
* Centralized Solution416 onboarding programs to be customer- rather than product-centric, supporting customer value and reducing costs.

**Optimizing partnerships**

* Secured the opportunity to use the marketing channels of large strategic partners, which increased marketing leads for Arria by 35%.
* Closely collaborated with the Red Hat partners ecosystem to increase strategic alignment, planning, and performance of all marketing efforts to amplify and drive growth. Channel revenue doubled in 3 years.
* Helped drive growth through the Red Hat-Intel MDF program. Emerging technologies campaigns created as part of the program were adopted globally and achieved an over 40-to-1 ROI and led to a Top Gun Innovation Award.

**Building high-performance teams**

* Extensive experience creating relevant Employee Action Plans that have significantly increased colleague engagement, with a focus on driving career growth and diversity, throughout my entire career.

***PROFESSIONAL EXPERIENCE***

**EXECUTIVE MARKETING STRATEGIES – NORTH AMERICA 2022–2023**

**INTERIM VP MARKETING STRATEGIES**

Preparing start-ups for IPO by devising effective global and regional marketing strategies, programs, research, analytics, processes and policies, best practices, sales enablement, and competitive intelligence to generate demand, increase pipeline, and accelerate deal wins.

**ARRIA NLG • REMOTE – NEW JERSEY 2021–2022**

**VP MARKETING**

Led award-winning global-marketing strategies for demand generation, digital marketing, channel marketing, and field marketing. Transformed the marketing team by acquiring efficient marketing tools, categorizing products, segmenting customers, creating content, analyzing performance reports, sponsoring market research, and developing and implementing policies and procedures to solve lead-generation challenges, scale the enterprise, and drive Go-To-Market strategy. *Managed a global team of 15 individuals.*

**RED HAT • HYBRID – CENTRAL & NORTH 2015–2021**

**DIRECTOR OF MARKETING – COUNTRY LEAD**

Created award-winning marketing strategies for the public sector and commercial enterprise encompassing brand, acquisition, engagement, product launch marketing, account-based marketing, C-level marketing, strategic alliances, and resellers. Helped grow company revenue to $3B and its dominance in the digital transformation, hybrid cloud, and automation space, which resulted in the IBM acquisition for $34B. Successfully pivoted to virtual in 2020 and executed Red Hat’s largest thought leadership program with a 45-to-1 ROI. *Built and managed a team of 17 individuals.*

**RED HAT 2013–2015**

**FIELD AND CHANNEL MARKETING MANAGER**

Led award-winning Go-To-Market campaigns that targeted enterprise and public sector customers in a newly created role. Established a roadmap for success to raise awareness about Red Hat and generate a pipeline. Collaborated with alliance partners and resellers to plan and execute demand-generation campaigns that created and accelerated the pipeline. Expanded marketing operations in 18 months from two cities and one language to cover every commercial and public sector city in Central and NorthernCanada in English and French. *Managed a team of 5 individuals.*

**SOLUTION416 • TORONTO, ON 2003–2013**

**CO-OWNER | GLOBAL SVP, DIGITAL MARKETING AND SALES**

Founded and served as SVP, Marketing and Sales, for the consulting company, which specialized in digital demand generation, including e-commerce, SEO, SEM, social media, and YouTube, for global mid-market. *Managed a global team of 25 individuals.*

***EARLY CAREER***

**BELL CANADA 3–GROUP TELECOM | DIRECTOR OF SYSTEMS & DATABASES 2000–2003**

**ORACLE | MANAGER OF SUPPORT SERVICES – FRENCH 1995–2000**

***EDUCATION***

* **Certificate of Account-Based Marketing (ABM)**, Information Technology Services Marketing Association (ITSMA)
* **Certificate of Excellence in Marketing Leadership**, York University – Schulich School of Business Executive Program
* **Bachelor of Science in Business and Computer Programming**, University of Toronto / Beirut University
* **Manager Proficiency Program**, Red Hat University – Leadership Program
* **Red Hat Advanced Marketing Bootcamp**, Red Hat University

# Certificate of Web Design and Animation, Ryerson University

***AWARDS AND ACHIEVEMENTS***

Unsung Hero Award for cross-teams and partners collaboration impacting growth (2021)

Top Gun for Marketing Innovation Award (2019)

Marketing Manager of the Year – #1 Region in Revenue (2017)

Circle of Excellence Award (2010)

***PUBLICATIONS***

3 Steps to Grow Your Facebook Page Likes (2011)

Social Media Financial Compliance (US & Canada) (2012)

***VOLUNTEER AND COMMUNITY WORK***

Board member for Red Hat Diversity & Inclusion Program (2016–2020)

Executive Lead of Red Hat Woman in Leadership Conference and Gala (2015–2020)

Board member of the Red Hat Social Media Initiative (2015–2020)

Board of Directors at Casey House (2005–2011)

***LANGUAGES***

Fluent in English and French