

# Jeffrey Quaglia

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## **PROFESSIONAL SUMMARY**

Versatile B2B Field Marketing professional with over 20 years of experience in developing and executing strategic local area marketing initiatives to drive lead generation and revenue growth. Proficient in various marketing disciplines including Events, Digital Marketing, Account Based Marketing (ABM/ABX), Channel Marketing, and Sales Enablement. Possesses a comprehensive technology background in Network, Cybersecurity, Software/SAAS, ITS, Cloud, and data center technologies. Encompasses expertise in both Sales and Marketing, enabling effective collaboration with cross functional teams to develop innovative and impactful campaigns. Experienced in budget management & forecasting with a deep understanding of metrics to track and analyze performance to ensure maximum return on investment. Exceptional communication, presentation and interpersonal abilities, adept at building strong relationships with clients, vendors, partners and internal stakeholders. 5+ years in team leadership, taking great pride in providing mentorship and development while fostering an inspired and positive culture.

## **EXPERIENCE**

### **REGIONAL ACTIVATION DIRECTOR- CUSTOMER ACQUISITION (SALES DIRECTOR)**

Lumen Technologies, May 2022-December 2023

- Promoted to Regional Activation Director serving as an advisor to five senior sales directors. Recruited and trained over 35 Enterprise Account Managers in sales methodologies and marketing tools, resulting in a 28% year-over-year increase in sales.
- Spearheaded the implementation of Revenue.io platform within the Acquisition (new logo) enterprise team, enhancing analytics and optimizing visibility into prospecting endeavors. Achieved a remarkable 10-fold increase in both email and call prospecting volume compared to previous levels.
- Orchestrated comprehensive account planning and funnel reviews to enhance conversion rates and expand deal sizes. This strategy accelerated deal velocity and generated millions in new contract value and closures.
- Collaborated with Sales and Channel Marketing to launch joint partner marketing and sales initiatives, including sales rep alignment, account segmentation and targeting, and coordinated marketing events and campaigns.
- Pioneered a Sales Rep Recognition Program tailored for the emerging enterprise acquisition segment. Orchestrated monthly calls dedicated to disseminating best practices and celebrating top achievers, cultivating a culture of excellence and perpetual enhancement.

### **DIRECTOR, SEGMENT STRATEGY & FIELD MARKETING, EAST REGION, FINANCIAL SERVICES**

Lumen Technologies, January 2017 May 2022

- Built a cohesive team of Field Marketers responsible for launching integrated local marketing campaigns across 18 state east coast region and financial services vertical. Managed and mentored team through weekly one-on-one sessions and consistent goal reviews, resulting in all team members being promoted and advancing their career trajectories.
- Negotiated, managed, and measured million-dollar contracts with key vendors like Inspire Leadership Network, Gartner, and PGA, building brand awareness, enhancing lead generation at a reduced cost .
- Designed and executed an ABX strategy targeting select enterprise accounts resulting in sales funnel growth 15% faster than enterprise accounts not in the ABX program. Example program included ABM experience for the 2022 President's Cup at Quail Hollow in Charlotte, NC, generating 3X ROI.

- Assisted Regional General Managers in the preparation of Quarterly Business Reviews (QBRs), effectively communicating results and soliciting executive business support.
- Worked with Vengreso to formalize training program and optimize all Enterprise sellers Social Media strategy and skills.

## **DIRECTOR, FIELD MARKETING U.S AND EASTERN CANADA**

Lumen Technologies, January 2012-January 2017

- Successfully managed a diverse portfolio of field events, including intimate seminars, executive gatherings, sponsored tradeshows, partner collaborations, and large-scale conferences. Orchestrated comprehensive follow-up strategies and assessed event ROI by tracking leads throughout the process and effectively linking them to the campaign outcome.
- Championed the evolution of our marketing and sales processes by orchestrating the acquisition of the Outreach.io Marketing Automation platform, catalyzing revenue growth and earning prestigious recognition with the exclusive Circle of Excellence award.
- Spearheaded the development of internal playbooks, best practices, and process re-design for the Field Marketing organization, empowering the sales force with new insights and fostering operational efficiency.
- Developed and executed targeted 1:1 ABM strategies and high-impact events (Executive Briefing Centers) focused on the largest enterprise accounts to drive upsell and cross-sell opportunities, while also reducing revenue churn.
- Constructed Salesforce reports, utilized analytics and KPIs to gauge campaign effectiveness, enabling data-driven decision-making for ongoing enhancements.

## **FIELD MARKETING MANAGER, CENTRAL & WEST REGIONS**

Savvis, October 2010-January 2012

- Pioneered the establishment of the North America Field Marketing team as the inaugural hire, entrusted with strategically developing and spearheading targeted marketing programs to support the Central and Western regions of the US.
- Engineered robust Field Marketing processes and spearheaded the introduction of innovative programs such as Simply Direct Surveys, ZoomInfo, Monster Connect, By Appointment Only, call blitzes, strategic association sponsorships, and a myriad of high-impact executive events and conferences.
- Provided comprehensive new hire training and developed an online training module focused on Field Marketing for Sales, resulting in a more knowledgeable salesforce and a tangible boost in sales performance.

## **EDUCATION**

### **PROFESSIONAL CERTIFICATE IN DIGITAL MARKETING**

Northwestern University, Kellogg School of Business. Executive Education, August 2024

### **MASTER OF BUSINESS ADMINISTRATION, BUSINESS COMMUNICATION**

Benedictine University, Lisle, IL, US

### **BACHELOR OF SCIENCE CORPORATE COMMUNICATION, BUSINESS & ECONOMICS**

Northern Illinois University, Dekalb, IL US

## **SKILLS**

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Account Based Marketing (ABM/ABX), Account Planning, Agile and Waterfall Methodologies, Artificial Intelligence (AI), Budgeting, Channel Marketing, Content Marketing Strategy, Critical Thinking, Data Analytics, Demand Generation, Events, Field Marketing, Leadership, Lead Generation, Management, Marketing Automation, Paid Search, Project Management, Sales Enablement, Search Engine Marketing (SEM), Search Engine Optimization (SEO), Social Media

## **APPLICATION KNOWLEDGE**

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Asana, Allocadia, DemandBase, Google Ads, Google Analytics 4, Google Sheets, Google Drive, HubSpot, Marketo, Outreach.io, Eloqua, Everyone Social, MS 365, Power BI, Salesforce, SEMrush, Tableau, LinkedIn, ZoomInfo

## **CERTIFICATIONS**

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- Account Based Experience (ABX) Certification, 04/01/22, DemandBase
- Content Management Certification, 05/7/2024, HubSpot
- Google Analytics Certification, 5/17/2024, Skillshop
- Google Ads Certification, 5/27/2024, Skillshop
- SEMrush Certification (In progress), SEMrush
- Social Media Certification, (In Progress), HubSpot