Corinna Tutor

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**EXECUTIVE SUMMARY**
Transformational marketing executive with 15+ years of experience leading brand, growth, and product marketing strategies across SaaS, IoT, and enterprise B2B environments. Known for reshaping go-to-market strategies, scaling marketing organizations, and building unified brand narratives that drive 15–20% YoY ROI gains. A collaborative leader who builds high-performing teams, aligns cross-functional stakeholders, and delivers results through data-driven decision-making and purpose-driven messaging.

**CORE LEADERSHIP COMPETENCIES**

* **Strategic Vision and Brand Leadership:** GTM strategy, global brand positioning, product marketing, content management, demand generation, lifecycle and ABM campaigns
* **Organizational Transformation:** Team building, mentorship, cross-functional alignment, change management, agency leadership
* **Scalable Systems and Operations:** Marketing operations, tech stack optimization, KPI setting, budget management, funnel optimization
* **Data-Driven Execution:** Marketing analytics, revenue attribution, forecasting, market segmentation, SEO and SEM strategy
* **Audience Segments and Market Focus:** B2B, B2C, and B2B2C audiences across technology, automotive and powersports, fintech, sustainability, consumer electronics, and insurance. Additional sector experience includes transportation, fleet, asset and freight management, environmental, health and fitness, foodservice, restaurant and hospitality, telephony, real estate, gaming, identity and access management, recruitment, and pet
* **Global Market Experience:** North America, EMEA, LATAM, and APAC campaign development and execution

**PROFESSIONAL EXPERIENCE**

**PROCON ANALYTICS | Vice President, Marketing**
Irvine, CA | Apr 2016 – Apr 2025
Built and led marketing from the ground up for a portfolio of SaaS and IoT brands. Drove cross-industry expansion and scale by aligning product-market fit, demand gen strategy, and enterprise-level GTM.

* Created brand architecture and commercial strategy across nine SaaS/IoT solutions, fueling scalability and revenue acceleration
* Achieved 15–20% YoY ROI gains through integrated B2B and B2B2C campaigns that drove measurable pipeline and engagement
* Managed performance-driven event budgets that generated $3.50 in return for every dollar spent
* Transformed internal operations by introducing Salesforce-integrated lead workflows, funnel tracking, and campaign analytics
* Positioned the brand as a thought leader through strategic analyst relations, compliance education, and PR initiatives
* Developed and executed omni-channel campaigns spanning advertising, website, events, email, PR and investor relations, SEO, paid social, thought leadership, content, webinars, referral programs, co-branded POS with strategic partners, and direct-to-consumer communications—driving customer acquisition, improving retention, and supporting win-back efforts.
* Managed a blended team of freelancers, crowdsourced contributors, and external agencies to scale marketing output—providing hands-on direction across creative, content, analytics and campaign execution
* Scaled Advantage GPS to $16M and CDS to $68M in ARR through innovative pilots, strategic repositioning, and content-driven growth—while supporting the successful divestiture of five non-core business units

**SPIREON, INC. | Vice President, Integrated Marketing**
Irvine, CA | Oct 2011 – Jul 2015
Directed a full rebrand and marketing transformation during a time of strategic expansion and platform launch.

* Led the rebrand from Procon GPS to Spireon, unifying brand architecture and commercial strategy across three business units—maintaining market leadership in one segment, elevating an SMB unit into a top-three provider, and establishing the fastest-growing brand in a new enterprise market
* Crafted GTM strategy for NSpire SaaS platform, aligning product, sales, and creative teams around a value-driven message
* Drove internal communications strategy by defining mission, core values, and value proposition, while launching a centralized SharePoint intranet to align and engage employees
* Led performance-driven, integrated campaigns across all business units—including advertising, website, events, email, PR, investor relations, PPC, SEO, social, thought leadership, content, webinars, affiliate, referral and partner programs, race marketing, call blitz campaigns, and Net Promoter initiatives—each tied to analytics and ROI tracking to drive adoption, increase loyalty, and reduce churn
* Piloted a 36-month LTV model to improve CAC efficiency in SMB market and launched targeted ABM programs for strategic partnerships in enterprise market
* Executed targeted call blitz campaigns in coordination with marketing and call center to accelerate lead conversion and drive pipeline growth
* Mentored a team of 20–25 future leaders while fostering a collaborative, data-driven culture focused on growth and accountability
* Delivered over $150M in revenue and 2.4M+ subscribers through integrated demand gen and lifecycle campaigns

**HID GLOBAL | Director, Global Services Marketing**
Irvine, CA | Jul 2008 – Oct 2011
Led digital transformation of global marketing strategy across security and identity verticals.

* Executed a global web strategy that boosted international leads by 50% while reducing cost-per-click by 25%, optimizing marketing efficiency for access control, biometric identification, cashless payment solutions and identity & access management (IAM) solutions.
* Led demand generation campaigns and SEO strategies, increasing HID’s online visibility and customer acquisition for RFID, digital security & encryption, and real-time location technologies.
* Expanded HID’s global digital presence by developing multilingual websites for NAM, EMEA, LATAM, and APAC, enhancing customer engagement across international markets for its diverse security product portfolio.
* Managed a cross-functional team of 7, including SEM specialists, creatives, and web developers, to execute integrated marketing campaigns supporting physical security, authentication, and encryption solution.
* Partnered with international sales and product marketing teams to align marketing strategies with secure identity, access control, and biometric verification solutions, driving revenue growth across diverse markets.
* Collaborated with security, sustainability, and product teams to streamline customer access and enhance engagement portals

**AUTOBYTEL | Director of UX & Creative**
Irvine, CA | Jan 2007 – Jun 2008
Optimized consumer-facing experience and redesigned digital journey across automotive marketing platforms.

* Enhanced consumer engagement by optimizing the user experience (UX) and executing data-driven demand generation strategies, driving higher conversions and retention.
* Led and mentored a high-performing creative team of five to develop cohesive, brand-aligned marketing assets that drove business objectives and market impact.
* Partnered with product management to develop D2C data-driven customer personas for the automotive industry and design strategic user interfaces, optimizing engagement and aligning with target audience needs.
* Developed and launched MyGarage and a social engagement platform, increasing consumer interaction and strengthening brand loyalty.

**ANSWER FINANCIAL | E-Commerce Channel Manager & Creative Director**
Encino, CA | Mar 2005 – Aug 2006
Developed creative and campaign strategy for D2C insurance/finance offerings, overseeing acquisition and retention efforts.

* Managed end-to-end D2C marketing lifecycle campaigns in the insurance and finance sectors; led promotional strategies for affinity programs, facilitated listening labs, focus groups, and user surveys, and implemented a structured A/B testing strategy.
* Boosted lead generation by 5–8% through multivariate email testing for Capital One and HSBC partner programs
* Improved customer conversion and engagement through data-driven A/B testing

**EDUCATION**
University of Iowa — Bachelor of Arts, Communication Studies | Minor in Business Administration