



Christina DeRosa

CMO & CPO

About Christina DeRosa

Most growth problems don't fall on one department. They happen when Marketing, Technology, Operations, and Sales are supposed to connect but don't. Christina has spent her career fixing those gaps and has led growth from many sides of the table as CEO, CMO, and Chief Product Officer.

That mix is why CEOs and investors bring her in. She has run enterprise ABM programs, global subscription services, and high-volume ecommerce funnels, and she knows which levers move revenue and which move margin.

She is especially effective with founder-led, PE-backed, and VC-backed companies that have outgrown their playbook.

How Christina has Helped Businesses Grow

- 20% YoY sales growth | 50% CAC reduction | 4X funnel conversion: At Northstar Fertility, generated 20K qualified leads annually by rebuilding the digital application funnel while rebranding six properties in the portfolio securing a Stevie Award for Brand Experience.
- 15% YoY sales growth | \$800M business: At OpenText Cybersecurity built distinct SMB, enterprise ABM, and e-commerce programs generating 50K+ sales leads, \$300M in direct inside sales, and \$280M in e-commerce subscription revenue.
- First-time profitability in 8 months | 2X CAC:CLV | 30% OpEx reduction: As CEO of Luxury Garage Sale optimized digital marketing, relaunched the loyalty program, and rebuilt storefront and fulfillment operations leading to a successful exit.
- 20% annual revenue growth for 3 consecutive years | \$1B+ business: At Agero led GTM strategy for connected-vehicle SaaS portfolio deploying AI-powered fleet dispatch and call-center automation across 10,000 service providers and 3,000 call center agents.
- 90% enterprise client renewal | 15% increase in-store attach: At Asurion developed configurable SaaS offerings spanning mobility and home services driving subscription attach rates through improved field execution and product merchandising.
- 3X subscribers | 20M members | \$1B+ P&L: As General Manager of Xbox LIVE at Microsoft expanded the platform beyond gaming through a new Smart TV UX and partnerships with Netflix, ESPN, and Facebook packaged into a premium subscription tier.

Expertise

Industry Experience

- Consumer Services
- SaaS
- Consumer Goods
- eCommerce
- Technology
- Retail
- Healthcare
- Fashion
- Home Services
- Cybersecurity
- Automotive

Specialties

- Go-to-Market Strategy
- Growth Strategy
- Digital Marketing
- Demand Generation
- Brand Strategy/Refresh
- Positioning & Messaging
- Product Innovation
- Digital Transformation
- Product Marketing

Education

- MBA, Communications & International Business, Fordham Gabelli School of Business
- BS, Finance & Economics, Fordham University

Contact Information

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How Christina Leverages AI for Business Impact

- Applied AI to optimize demand generation campaigns at Northstar doubling qualified leads and cutting customer acquisition costs in half.
- Deployed contact center agent automation at Agero that reduced operating expenses 34%.
- Launched MileUp crowdsourcing app to train machine learning models used to detect vehicle accidents using mobile phone sensors at Agero opening up new routes to market.

Executive Experience

- Chief Marketing & Product Officer, Northstar Fertility
- Chief Marketing Officer, Cybersecurity, OpenText
- Chief Executive Officer, Luxury Garage Sale
- Chief Marketing & Product Officer, Agero Inc.
- Senior Vice President, Marketing and Product, Asurion
- Executive Vice President, Business Operations & Strategy, The Jones Group
- General Manager, Xbox LIVE, Microsoft Corporation
- Prior executive roles at Mattel, Nickelodeon and Cranium