



# Craig Levinsohn

CMO

## About Craig

A hands-on, marketing, strategy and revenue growth executive, Craig builds, scales, and rapidly grows businesses via pragmatic, actionable, and measurable strategies and go-to-market initiatives. Craig is highly skilled at working cross-functionally to help achieve immediate wins and consistent revenue and earnings growth by leveraging his understanding of complex markets, identifying new opportunities, and building market-leading solutions and market deployment strategies. Dynamic, visionary and charismatic, Craig possesses the leadership, drive, passion and skills to impact and advance the goals, objectives and mission of organizations.

## How Craig has Helped Businesses Grow

- As Global CMO and EVP of Global Strategy at Merrill Corporation, Craig grew organic SaaS revenue from \$0 to \$190 million with high gross margins and EBITDA for the Merrill Datasite business line. Achieved #1 global market share position supported by innovative digital, social and DR initiatives. Business sold for \$1.3B.
- Established #2 market share position for Merrill Transaction and Compliance Solutions and created market coverage models that led to 60%+ market share of the Fortune 500.
- As CMO at Paisley, built innovative content-based direct response marketing strategy and programs that delivered 85% of all new sales opportunities. Business grew 35% YOY and was sold to Thomson Reuters.
- As CMO and SVP of Product Strategy and Partnerships at HighJump Software, Craig led the transition from an unknown brand to the fastest growing company in the e-fulfillment and supply chain execution industry. Revenue grew from \$3M to \$45M resulting in successful exit 5 years later with sale to The 3M Company.
- Developed next-phase growth strategy and go-to-market plan for Bushel, the grain industry's first automated SaaS mobile app platform.
- As General Manager, achieved revenue run rate of \$1 million in 12 months and candidate retention rates of 90% versus industry benchmark of 55% at Capella Education Company.

## Executive Marketing Experience

- General Manager and VP, Capella Education Company
- EVP and CMO Global Marketing and Strategy, Merrill Corporation
- CMO, Paisley
- CMO and SVP of Strategic Alliances, HighJump Software, A 3M Company
- Board of Directors, Ecova (an Insight Venture Partners portfolio company)
- Board of Directors, Tongal (an Insight Venture Partners portfolio company)

## Expertise

### Industry Experience

- SaaS
- Technology
- Financial Services
- Education
- Energy

### Specialties

- Growth Strategy
- Market Penetration & Growth
- Go-to-Market Strategy
- Positioning & Messaging

## Education

- University of Minnesota, Carlson School of Management
- Harvard Business School

## Contact Information

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