



# Dana Prestigiacomo

CMO

## About Dana

Dana helps early stage startups, mid-sized privately held and large Fortune 100 B2B companies develop and execute strategic programs that accelerate growth. With over 25 years of executive management and marketing success, Dana understands the challenges and opportunities of established category leaders as well as new entrants. Blending competitive and customer insights with company goals, she develops effective short and long-term strategies, delivering efficient and effective plans and programs to drive growth through both direct and channel models. She has specific marketing expertise in developing and leading the execution of acquisitions and divestitures in all size companies.

## How Dana has Helped Businesses Grow

- Supported a very successful IPO of an \$8 billion company, developing and executing a rebranding, messaging and web strategy at Thomson Reuters.
- Developed and led the successful integration of numerous acquisitions and divestitures into company branding, messaging and marketing campaigns/programs.
- Drove a 200% increase in high value leads through integrated marketing campaigns targeted “to and through” channel sales at Datto.
- Started a shift in the IBM brand perception towards a more nimble, modern, and people-oriented company that served SMB as well as Fortune 500 companies. Developed and led the IBM brand strategy and brand intent, acquisition branding, co-branding, naming and new emerging brand opportunities.
- Drove a 10X increase in high value sales leads with two-thirds of customers buying from marketing influenced programs at CA Technologies.
- Realized 200%+ of goals for a new PR and Communication program targeting key national and technology influencers (e.g. Fortune, Forbes, CNBC Squawkbox, Techcrunch, eWeek, etc.).

## Executive Marketing Experience

- CMO, VOGSY
- VP Global Marketing, Datto
- SVP Marketing, ExaGrid
- SVP Global Marketing, Intralinks
- VP Marketing/CMO, Acronis
- SVP Worldwide Field Marketing, CA Technologies
- SVP, Corporate Marketing and Communications/CMO, Thomson Reuters Learning Division
- Director Corporate Brand Strategy, IBM

## Expertise

### Industry Experience

- SaaS
- Professional Services
- Technology
- Nonprofit

### Specialties

- Sales & Marketing Alignment
- Growth Strategy
- Go-to-Market Strategy
- Acquisitions and Divestitures
- Channel Strategy
- Positioning and Messaging

## Education

- Bachelor of Arts, University of California, Davis

## Contact Information

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## Published Works

- [Insights First: Four Keys to Owning the Post-COVID Marketplace](#)
- [Less is More: How to Keep Content as King of Your Marketing Castle](#)
- [How Customer Advocacy Fuels Growth](#)
- [Random Acts of Sales and Marketing: Questions for Unity](#)

## Clients Served

- VOGSY (Information Technology and Services)
- PeriscopelQ (Information Technology & Services)
- ComplianceLine (Information Technology & Services)
- iWave (Information Technology, SaaS Nonprofit Market)
- Tufin (Cybersecurity)

## References

*"In November 2019 Dana, a member of Chief Outsiders, joined our company as a contract CMO position to start getting acquainted and oriented to running the iWave marketing function as our current VP of Marketing was preparing for her maternity leave. In February 2020 Dana assumed the role as head of our marketing function and shortly thereafter we were confronted with the business effects of the COVID-19 pandemic, which among other things, required an immediate major pivot of our marketing strategy and plans for the remainder of 2020.*

*Drawing on her experience and with thoughtfulness, patience, and a steady hand, Dana guided our marketing function and staff through a very challenging year. We are very grateful for the leadership, commitment, and diligence Dana displayed to iWave every single day over the past year (and many, many weekend days)!*

*Dana has proven she can get right into the trenches and then easily transitions to a very high strategic level when the situation calls for it. Dana is one of the most versatile marketing executives I've had the pleasure of working with and would highly recommend her for any Marketing assignment, whether short or long term."*

**Ross Beattie - President and CEO, iWave**

*"I have been impressed with Dana's dedication to work and trying to keep us on schedule. She is also working hard to understand our business, which shows her commitment to doing quality work."*

**Dr. Pawan Singh – CEO, PeriscopelQ**

*"So far Dana has helped us think through some complex marketing and positioning issues that we are facing as we take the PIQ business into new areas. This has been a challenging process but it's been good to have an outsider's perspective at the table."*

**James Moss - Investor, PeriscopelQ**