



# Mark Friedman

CMO

## About Mark Friedman

Mark brings comprehensive expertise spanning the full revenue lifecycle—from marketing engagement through customer renewal and expansion. With executive experience as CMO, CEO, and Customer Success leader, he orchestrates seamless customer journeys that maximize lifetime value while optimizing acquisition costs. His holistic approach breaks down silos to create revenue engines where marketing generates qualified demand, sales converts efficiently, and customer success drives renewal and expansion. With significant M&A experience and five successful exits exceeding \$9 billion in shareholder value, he consistently delivers 2-10X revenue growth.

## How Mark has Helped Businesses Grow

- Drove 33% annual recurring revenue (ARR) growth supporting \$3.7 billion acquisition at Frontline Education through new approaches to digital marketing, product messaging, customer marketing, new partner revenue streams, and a unified go-to-market plan.
- Enabled SaaS ARR to scale from \$100 million to \$1 billion at Genesys via a proactive customer success function, improving net revenue retention from 90% to 125 with results-driven onboarding, actionable customer health scoring, and segmented account management.
- Catalyzed annual revenue growth from \$25 million to \$275 million, resulting in a \$1.5 billion acquisition, at a telecom software company via innovative market development, partner and customer advocacy, and success programs.
- Secured \$10 million series B funding as CEO of pre-revenue payments company, acquiring 100 initial customers through product-led growth strategies.
- Grew ARR from \$25 million to \$50 million, resulting in 10X valuation growth at SoundBite Communications. Led full cycle M&A from sourcing to integrating, resulting in 3 mobile acquisitions that repositioned the company and catalyzed growth.

## Executive Experience

- Chief Marketing & Business Development Officer, Frontline Education
- Senior Vice President, Global Customer Success, Genesys
- General Manager, Premier Offer, Genesys
- Chief Marketing & Business Development Officer, SoundBite Communications
- General Manager Mobile Business Unit, SoundBite Communications
- CEO, Peppercoin
- Vice President, Worldwide Marketing and General Manager Internet Software, Lucent Technologies Software Product Group

## Expertise

### Industry Experience

- Technology
- SaaS
- Education
- Customer Experience

### Specialties

- Go-to-Market Strategy
- Growth Strategy
- Channel Strategy
- Business Development
- Positioning & Messaging

## Education

- MIT Sloan School of Management, MBA Strategy & Marketing
- The Wharton School, BS, Finance

## Contact Information

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