



Tim Manning

CMO

About Tim

An international marketing executive with more than 25 years of diverse and measurable success, Tim differentiates companies and new technologies for optimum growth and maximum ROMI. With a broad knowledge of marketing strategy and tactics spanning retailtech, fintech, medtech, cybertech and other sectors, he builds programs and processes dedicated to driving measurable bottom-line results, on-time and on-budget. A specialist in positioning strategy and messaging, Tim engineers strategy with a customer focus to connect brands in a meaningful way and deliver a unified and compelling value proposition.

How Tim has Helped Businesses Grow

- Jumpstarted revenue and brand visibility in an established market at Clear Demand with competitive brand/market positioning and demand generation and communication programs.
- Contributed to the fastest enterprise sale in company history at The 41st Parameter designing and implementing demand generation programs and processes that increased pipeline and sales.
- Converted qualified opportunities at 40% rate executing high-impact demand generation programs at Vcommerce. Developed and launched new corporate vision and market position.
- Generated 10X return on invested capital at Khimetrics with sale to global software giant SAP AG, drove 3-year sales growth of 1675% pioneering marketing programs, and made Inc. 500 list of fastest-growing private companies 2X.
- Consistently expanded lead pipeline by more than 20% developing a revenue generation program at Xantel.
- Increased sales by 200% in the first six months at TekNow. Reduced expenses by 40% restructuring marketing organization and reduced sales cycle time by automating processes.

Executive Marketing Experience

- SVP, Marketing, Clear Demand
- SVP, Marketing, Response Analytics
- Vice President, Marketing, The 41st Parameter Corporation
- Vice President, Marketing, Vcommerce Corporation
- Vice President, Solution Marketing, SAP AG
- Vice President, Marketing, Khimetrics Corporation
- Vice President, Marketing, Xantel Corporation
- Vice President, Marketing, Teknow Inc.

Expertise

Industry Experience

- Healthcare
- SaaS
- Technology
- Retail
- Financial Services

Specialties

- Growth Strategy
- Go-to-Market Strategy
- Positioning & Messaging
- International Expansion
- Channel Strategy
- Demand Generation

Education

- Master, International Management, Thunderbird School of Global Management
- Bachelor, Business, Finance, University of Calgary

Contact Information

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