



ROB KRINER

PROFILE

B2B Marketing & Go-to-Market Executive | CMO / VP Marketing / VP Product Marketing | PE-Backed Technology Growth

Portfolio Marketing Executive with 15+ years of experience scaling PE-backed tech companies. Specialist in building GTM and marketing functions from 0 to 1, reallocating \$250k+ in capital for maximum efficiency, and delivering \$12M+ in influenced pipeline through data-led demand generation.

PROFESSIONAL EXPERIENCE

Sync Strategic Digital

Fractional CMO & GTM Executive | July 2025 – Present

- Founded a go-to-market strategy consultancy helping technology companies in the education, healthcare, and legal space improve positioning, market visibility, and growth execution.
- Built and scaled AI-native enablement workflows (leveraging Apollo, and Warmly) to automate content production, increasing productivity and GTM speed.
- Partner with organizations to translate complex products and services into differentiated market narratives that improve customer engagement and adoption.
- Build scalable marketing frameworks integrating content strategy, digital channels, CRM processes, and sales enablement.
- Help organizations implement their marketing technology stack, bringing together lead generation, CRM, and pipeline visibility.

Ativion, Unifyr, Netop

Portfolio Marketing Director | March 2024 – July 2025

- Led the GTM transformation for an Investcorp-backed portfolio (Ativion, Unifyr, Netop) with \$45M+ combined ARR. Directed a 6-person team to build a unified revenue engine that generated \$8M in new pipeline and a 25% Lead-to-MQL conversion rate. Standardized the tech stack across the platform to drive capital efficiency and professionalize reporting.
- Generated \$8M in open opportunity pipeline and achieved a 25% lead-to-MQL conversion rate by architecting an integrated GTM strategy and narrative.
- Increased portfolio-wide inbound leads by 12% while maintaining quality standards by implementing a multi-channel demand generation and ABM engine.
- Optimized a \$2M portfolio budget by reallocating \$250k from underperforming social and search channels into high-intent LinkedIn ABM and targeted geographical events, significantly improving capital efficiency.
- Led rebranding and digital presence initiatives to modernize brand positioning and drive operational efficiencies across three distinct commercial teams.

Com Laude

Director, Go to Market Strategy and Commercial Enablement | April 2021 – February 2024

- Led global commercial enablement strategy for Vespa Capital-backed domain name and brand protection technology company, aligning sales, marketing, and product teams to improve go-to-market execution and revenue growth.
- Facilitated global sales workshops and training sessions for BD, AE, and AM teams, reducing RFP response times by 45% and tripling concurrent proposal capacity through Loopio and a new workflow.
- Designed and owned the end-to-end sales enablement framework, including playbooks, sales plays, and competitive battlecards that drove a \$20M ARR exit.
- Managed strategic RFP and proposal processes, contributing over \$1.2M in new business pipeline.
- Developed business cases for key product initiatives, including Web3 brand services and productizing the Intelligence data analytics tool.
- Built scalable enablement processes, including sales playbooks, content libraries, training resources, and GTM tools to improve sales effectiveness and organizational alignment.

CONTACT

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EDUCATION

MANHATTAN UNIVERSITY

B.A. Corporate Communications, 2005

PROFESSIONAL SKILLS

- AI-Driven GTM Strategy
- PE-Backed Growth
- Product Marketing
- Generative AI for Marketing & Sales Enablement
- AI Workflow Design & Automation
- AI-Enhanced Demand Generation
- Positioning & Messaging
- Sales Enablement
- Marketing Operations
- Budget Optimization
- Data-Led Decision Making
- CRM & Funnel Strategy
- Account-Based Marketing (ABM)
- Team Leadership

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TECHNOLOGY & TOOLS

- Salesforce
- HubSpot
- Apollo.io
- Zoom Info
- Salesloft
- Marketo
- MailChimp
- Canva
- Google Analytics
- Agile Methodologies
- WordPress
- Web Platforms
- AI Marketing Tools (Warmly, HotJar)
- Unifyr PRM

PROFESSIONAL EXPERIENCE

KPMG

Associate Director, Learning Technology and Innovation | October 2019 – April 2021

- Led a team of three responsible for designing and delivering scalable digital learning solutions, implementing project management best practices, performance dashboards, and operational processes to measure adoption and program impact.
- Directed the design and delivery of global digital learning curricula, leveraging Agile/SCRUM to improve feature delivery velocity by 25% for enterprise-scale professional services teams.
- Established operational dashboards to measure training ROI and skill adoption, ensuring a data-driven approach to global workforce development.
- Developed and executed internal go-to-market enablement initiatives supporting KPMG's Strategic Account Management (SAM) and Market Development programs.

Product and UX Manager, Learning Innovation | July 2017 – October 2019

- Led product strategy and delivery for digital learning experiences, balancing learner needs, business objectives, technology, and operational requirements across the product lifecycle.
- Reduced time-to-launch for digital learning assets by developing and implementing a dual-track Agile/SCRUM methodology that synchronized instructional design, learning operations, UX, and development workflows.
- Established a Google Analytics measurement strategy to track user behavior, engagement, adoption, and product performance, using insights to inform product and UX decisions.
- Translated learner and stakeholder needs into product requirements, user experiences, and development priorities, partnering with design, development, instructional design, and business teams to deliver digital products.
- Managed the product roadmap and prioritized enhancements based on user feedback, behavioral data, business priorities, and technical feasibility.

Corsearch

Product Manager | January 2014 – July 2017

- Managed product strategy and lifecycle initiatives for enterprise technology solutions, translating customer needs and market insights into roadmap priorities and product enhancements.
- Conducted market research, customer discovery, and competitive analysis to identify product opportunities, refine positioning, and support commercialization efforts.
- Collaborated with engineering, sales, marketing, and customer teams to define requirements, prioritize development initiatives, and deliver customer-focused solutions.
- Led product positioning, launch planning, sales enablement resources, and go-to-market activities supporting customer adoption and revenue growth.
- Grew product adoption to 100+ customers and 300 daily active users, contributing to \$1M in revenue within two years of launch.
- Analyzed customer feedback, usage data, and competitive intelligence to improve product strategy, strengthen market differentiation, and inform future roadmap decisions.

Digital Brand Sales Enablement | April 2012 – January 2014

- Grew Corsearch's domain name product line from \$75K to \$550K+ in annual revenue in two years, partnering with U.S. field sales to identify, qualify, and convert new opportunities.
- Led the end-to-end consultative sales process, conducting discovery and needs analysis, translating customer requirements into solution recommendations, and presenting product capabilities to prospective clients.
- Served as the product and technical subject-matter expert throughout the sales cycle, connecting customer challenges to domain management and digital brand protection solutions.
- Built relationships with prospects and internal sales teams to uncover new opportunities, develop account strategies, and advance complex opportunities through the pipeline.
- Collaborated cross-functionally with sales, product, and customer-facing teams to refine product positioning, improve sales, and translate market feedback into product opportunities.
- Previously served as Account Manager (2009–2012), growing account territory 30% over three years, and Customer Service Professional (2006–2009).