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CMO | DIRECTOR OF MARKETING | DEMAND GENERATION | REVENUE GROWTH

Data-driven, hands-on marketing leader with 15+ years of experience driving measurable pipeline growth for B2B software, technology, and professional services organizations. Proven success aligning marketing and sales to accelerate qualified lead generation, optimize conversion rates, and increase revenue contribution. Deep expertise in demand generation, ABM, marketing automation, content strategy, paid media, and analytics.

Known for building scalable marketing systems, strengthening brand positioning, and translating complex software solutions into compelling, revenue-generating campaigns. Experienced in working with ERP-adjacent technology organizations and navigating sophisticated Martech ecosystems.

CORE COMPETENCIES

Demand Generation & Pipeline Acceleration · Marketing & Sales Alignment · Account-Based Marketing (ABM) · Marketing Automation & Martech Optimization · ERP & B2B Software Marketing · Lead Scoring & Funnel Optimization · Revenue Attribution & ROI Reporting · Content & Thought Leadership Strategy · Brand Development & Digital Presence · Social Media & Community Growth · Event & Webinar Marketing · Executive-Level Reporting & Budget Management

TOOLS AND PLATFORMS

HubSpot · Salesforce · Eloqua · Zoho · Power BI · Google Analytics · SEMRush · WordPress · Drupal · Google Ads · LinkedIn Ads · Meta Ads · Microsoft Office Suite · Workfront · Asana · Monday · GoToWebinar · Intercom

PROFESSIONAL EXPERIENCE

Fractional Marketing Executive | September 2022 - present

Lead strategic and hands-on marketing initiatives for B2B technology and professional services clients, driving measurable pipeline and revenue growth.

UKG (HR & Workforce Management Software) | Demand Generation Program Manager (Contract)

- Execute product-focused demand generation programs using Eloqua and Salesforce to drive qualified pipeline. Influenced \$166 million, closed \$27 million in sales
- Develop analytics dashboards and executive-ready reports that tie marketing activity to revenue impact.
- Partner with BDRs to optimize inbound/outbound lead management and improve funnel velocity.
- Create multi-touch email cadences targeting vertical markets to accelerate opportunity

InterActive Circle (Digital Agencies Collective)

- Designed integrated inbound, outbound, PPC, and ABM-style programs across seven agencies.
- Built automated nurture programs in Zoho CRM to increase MQL-to-SQL conversion rates.
- Implemented device ID and geofencing campaigns to support account-based outreach.

ThinkLite Air (Technology Manufacturer)

- Launched and positioned a complex IoT/air quality technology brand.

- Developed lead generation programs converting prospects to MQLs through gated content and educational webinars.
- Built brand messaging architecture and cross-channel digital presence.

Director of Marketing & Communications, Medrio (Clinical Trial Software) | 2022

- Led digital marketing strategy for B2B SaaS organization targeting enterprise healthcare and research clients.
- Recruited and managed a high-performing marketing team across SEO, email, content, design, and automation.
- Directed marketing automation migration from Marketo to HubSpot, improving lead scoring accuracy and reporting visibility.
- Produced thought leadership video campaigns to strengthen brand authority and talent acquisition.

Director of Marketing, Alpha Analytical Labs (Pace Labs) | 2018–2022

- Drove revenue growth from \$43M to \$65M through integrated, data-driven marketing programs, positioning company for acquisition.
- Built full-funnel demand generation engine, including educational webinars, workshops, content marketing, automation, and trade events.
- Partnered closely with sales leadership to improve lead quality, handoff efficiency, and conversion rates.
- Implemented HubSpot and Salesforce integrations to increase marketing attribution visibility.
- Developed on-demand training programs generating continuous inbound MQL flow.

Earlier Career Highlights

Marketing Lead, Aquent Gymnasium – Built thought leadership and inbound programs that eliminated paid media reliance and generated sustained MQL growth.

Director of Marketing, Skinner Auctioneers – Led integrated marketing and PR campaigns generating national press coverage and significant revenue lift.

Founder & President, Weber Media Partners (2004–2015) – Built award-winning digital marketing agency serving clients including Bose, Novartis, National Park Service, and others, delivering inbound/outbound strategy, brand development, and automation programs.

EDUCATION

- University of Massachusetts, Boston. Master of Arts in Critical and Creative Thinking
- Emerson College, Bachelor of Arts in Communications