CATHERINE M. WEBER

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CMO | DIRECTOR OF MARKETING | DEMAND GENERATION | REVENUE GROWTH

SUMMARY

Data-driven, hands-on marketing leader with 15+ years of experience driving measurable pipeline growth for B2B SaaS, manufacturing, 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 from the ground up, 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 Business Suite · Microsoft Office Suite · Workfront · Teamwork · Asana · Monday · GoToWebinar

PROFESSIONAL EXPERIENCE

iCIMS *(talent acquisition software)* | Fractional Demand Generation Manager — Aug 2026–Present

- Write and run email and webinar programs that drive net-new pipeline.
- Produce on-demand webinars built on analyst research, from scripting and editing through landing pages, promotion, tracking, and Salesforce reporting.

UKG *(workforce management software)* | Demand Generation Program Manager (Contract) — Apr 2025–Apr 2026

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

The Women's Edge *(women's leadership nonprofit)* | Fractional Director of Marketing — Sept 2024–Mar 2025

Developed and implemented strategic marketing programs, including plans, press releases, social media, blog posts, presentation decks, and website optimization (WordPress).

- Co-produced the Top 100 Women-Led Businesses annual awards breakfast for 750 guests.
- Produced the Women's Leadership Impact Study program, driving measurable sponsorship leads through gated content.

InterActive Circle | Fractional Director of Marketing — Dec 2023–Oct 2024

- 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 *(IoT / air quality technology)* | Fractional Director of Marketing — Apr 2023–Dec 2023

- 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.

Medrio *(clinical trial software)* | Director of Marketing & Communications — Feb 2022–Sept 2022

- Led digital marketing strategy for a 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.

Alpha Analytical Labs *(environmental testing lab, acquired by Pace)* | Director of Marketing May 2018–Feb 2022

- Drove revenue growth from $43M to $65M through integrated, data-driven marketing programs, positioning the company for acquisition.
- Built a full-funnel demand generation engine from the ground up, 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.
- Grew the company's LinkedIn audience fourfold through a competitive sales team training program.

Boston Analytical *(pharmaceutical testing lab)* | Director of Marketing May 2018–Dec 2018

- Oversaw all aspects of marketing communications and lead generation.
- Managed budgets, strategic initiatives, websites/blogs, trade show schedule, webinars, video production, email programs, and marketing associates.

Aquent Gymnasium | Director of Marketing 2016–2017

Built thought leadership and inbound programs that eliminated paid media reliance and generated sustained MQL growth.

Skinner Auctioneers | Director of Marketing 2015

Led integrated marketing and PR campaigns, generating national press coverage and a significant revenue lift.

Weber Media Partners | Founder & President 2004–2015

Built an award-winning digital marketing agency serving clients including Bose, Novartis, the 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