

# Jason Kapler

## Marketing Professional

B2B marketing exec with 15+ years experience in SaaS companies specializing in MarTech and adjacent services. Specialties: leadership, strategy, revenue development & marketing operations.



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(917) 536-4499 

New York City 

## MARKETING EXPERIENCE

Budget Management, Collateral Development, Competitive Analysis, Conferences & Speaking Opportunities, Content Development, Copywriting, Direct Mail Marketing, Email Marketing, Event Marketing, Lead/Demand Generation, Marketing Presentations, Marketing Strategy, Messaging, Newsletters, Positioning, Public & Media Relations, Sales Enablement, and S.W.O.T. Analysis.

## PROFESSIONAL SKILLS

Strategic planner and deliberate problem-solver with a recognized ability to collaborate cross-functionally to achieve complex business objectives.

Expert at developing marketing programs and leading organizations to achieve business goals and growth targets.

Capable of analyzing market intelligence, consumer data, sales metrics, and marketing KPIs to uncover opportunities and inform decision-making.

Skilled communicator with ability to develop synergistic relationships with customers, colleagues, and key opinion leaders.

## EDUCATION

### Marketing

Arizona State University

1995 - 1998

Tempe, AZ

### Entrepreneurial Studies

Babson College

1994 - 1995

Babson Park, MA

## SOFTWARE EXPERIENCE

### Marketing Automation Tools

Hubspot, Marketo, Adobe & Oracle

### Google

Google Analytics & Google Website Optimizer

### CRM

Hubspot, Salesforce & SalesLogix experience

## WORK EXPERIENCE

### Vice President of Marketing EvolutionIQ

10/2021 - Present

New York, NY

*EvolutionIQ is an enterprise SaaS company that has fast become one of the most popular claims guidance platforms with insurance carriers due to its ability to harness artificial intelligence to identify high-probability claims.*

#### Achievements/Tasks

- Lead PR & communication plan for \$20 million, Series A funding announcement in 2022.

### Vice President of Marketing LiveWorld

07/2014 - 10/2021

New York, NY

*LiveWorld enables marketing and support teams at F500 companies to better connect and deepen relationships with customers through software, services and an outsourced workforce of agents enabling companies to better monitor and engage in digital channels.*

#### Achievements/Tasks

- Launched new marketing initiatives targeting senior decision-makers by integrating automated digital programs, advertising, direct mail, and live events.
- Spearheaded development of new software products and services to bolster offering to new audiences, accelerate lead generation, and grow existing accounts.
- Restructured SaaS sales group, implemented new measurement and reporting procedures, and grew revenue in key strategic verticals.

### Head of Marketing

#### Networked Insights (Audience.ai)

02/2011 - 07/2014

New York, NY

*Networked Insights, now known as Audience.ai, is a real-time data analytics software and services company specializing in enabling major advertising brands to make smarter marketing decisions with insights from real-time consumer data.*

#### Achievements/Tasks

- Grew revenue 3x in less than three years through product marketing, demand generation programs and sales enablement. Built marketing org from 1 to 10+ colleagues.
- Helped start-up gain recognition as one of the world's '50 Most Innovative Companies' by Fast Company.

### Senior Director, Marketing Programs Convio (Blackbaud)

03/2009 - 01/2011

Austin, TX

### Senior Product Marketing Manager Asure Software, iEmployee

02/2008 - 03/2009

Austin, TX