

AI-driven growth for companies that can't staff it internally.

A hands-on marketing leader who builds the systems behind revenue, including email and lifecycle programs, segmented audiences, and AI content engines, and runs them until the numbers move.

\$10M+

annual ad revenue driven

500K+

email subscribers built

–50%

content production time with
AI

25 yrs

SaaS, media & Fortune 500

SELECTED RESULTS

Fixed deliverability and grew a list to 500K subscribers

Shifted from volume to engagement with activity-based segmentation and targeted sending: +40% engagement and retention, +15% content consumption, 25% YoY ad revenue growth.

Cut content production time in half with AI

Built an automated AI production system and kept editors where quality mattered: –50% production time, +30% newsletter engagement.

Turned a national sponsorship into a mortgage lead engine

Designing a regional bank's co-branded lifecycle program end to end, including segmentation, journeys, and a compliant deliverability plan, toward 5,000 home loans in two years.

Launched an AI agent platform through a reseller channel

Built a private-label reseller program anchored by a regional ISP and ran a 15-company enterprise beta.

WAYS TO ENGAGE

Growth Audit & Plan

4–6 weeks. Funnel, lifecycle, and deliverability review with a 90-day plan.

Fractional CMO

Monthly retainer. Strategy, team direction, budget, and weekly revenue reporting.

Lifecycle & AI Buildout

Project-based. A lifecycle program, AI content engine, or agentic workflow.

Enterprise accounts led: Ford · The Home Depot · Kraft · WPP · Allstate · AAAS · Purdue University

Recognition: Maryland TEDCO ICE Award, Entrepreneur of the Year · Featured in The Washington Post, WSJ, Inc., Entrepreneur

Credentials: HubSpot Marketing Hub Software Certified · Adjunct Professor, Villanova University & UMD Smith School · MindShare Member · Maryland Tech Council Mentor · Executive MBA & BS Finance, UMD Smith School