Todd Sullivan

Marketing Operations & Marketing Technology Leader

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Summary

Strategic Marketing Operations professional with over 25 years of experience building and optimizing MarTech ecosystems, demand generation programs, and data-driven marketing frameworks across B2B enterprise environments. Deep expertise in marketing automation platforms including Marketo and Eloqua, CRM integration via Salesforce, ABM strategy with 6sense, and full-funnel lead generation from acquisition through conversion. Proven ability to align marketing technology investments with revenue goals, streamline campaign operations, and deliver measurable pipeline impact. Skilled in analytics implementation, email marketing, SEO/SEM, paid media, and cross-functional collaboration with Sales, Demand Gen, and IT teams. Passionate about leveraging AI and automation tools, including ChatGPT, Claude, and n8n,to optimize marketing workflows and scale operations intelligently.

Experience

Marumba

Owner / Marketing Operations Consultant

September 1995 - Present (30 years, 7 months)

Owner and lead consultant delivering end-to-end marketing operations solutions for clients across industries, managing MarTech implementations, campaign execution, and digital marketing strategy from discovery through ongoing optimization.

- Implement and administer marketing automation platforms including Marketo and Eloqua—configuring lead scoring models, nurture workflows, segmentation, and campaign tracking to support client demand generation goals.
- Manage Salesforce CRM integrations, ensuring seamless data flow between marketing and sales systems to support pipeline visibility and lead lifecycle management.
- Design and execute multi-channel digital marketing programs spanning email, paid search, SEO, and display—reporting on performance metrics and optimizing continuously against KPIs.
- Build and maintain marketing-integrated websites on WordPress, Drupal, and other CMS platforms, ensuring alignment with campaign strategy and lead capture objectives.
- Leverage AI and automation tools (ChatGPT, Claude, n8n) to automate marketing workflows, accelerate campaign delivery, and introduce intelligent solutions that scale marketing operations for clients.

Key Skills: *Marketing Automation, Marketo, Hubspot, Salesforce, Demand Generation, Email Marketing, SEO/SEM, Google, Analytics, Google Ads, AI & Automation*

Blue Yonder (formerly JDA Software)

Webmaster / Senior Marketing Operations Manager

September 2006 - February 2023 (16 years, 5 months)

Served as the Marketing Operations owner for a global B2B supply chain software company, administering the full MarTech stack and partnering with Demand Generation, ABM, Sales, and IT teams to drive pipeline growth, campaign performance, and marketing data strategy.

- Owned and administered the enterprise MarTech stack including Salesforce, Marketo, Sitecore, Eloqua, and 6sense—managing platform configuration, integrations, user governance, and ongoing optimization.
- Partnered with Demand Generation and ABM teams to build landing pages, email templates, and campaign assets within Marketo, tracking performance against funnel KPIs and recommending improvements to increase conversion.
- Led the development of the B2B marketing and sales funnel strategy using Salesforce and Marketo, establishing lead scoring models, segmentation frameworks, and nurture workflows to support pipeline generation.
- Initiated and scoped a Marketing Data Lake project to consolidate data from all marketing platforms into a single reporting source, enabling unified campaign attribution and executive-level insights.

- Implemented and managed Google Analytics across all corporate web properties and launched Google Ads programs, establishing measurement infrastructure to track campaign performance and optimize spend.
- Administered social media operations across LinkedIn, Facebook, and X, developing content strategy and maintaining brand presence to support demand generation and brand awareness goals.
- Integrated the corporate website with Salesforce to personalize experiences for known users, improving engagement and supporting account-based marketing initiatives

Key Skills: *Marketo, Eloqua, Salesforce, 6sense, Sitecore, Demand Generation, ABM, Email Marketing, Lead Scoring, Google Analytics, Google Ads, Marketing Data Strategy*

Lumension Security (formerly PatchLink)

Webmaster / Digital Marketing Lead (2 years, 3 months)

Owned all digital marketing and web operations for a B2B security software company, leading the transformation of the company's online presence into a lead-generating marketing platform.

- Drove SEO and Google Ads strategy that achieved a #1 organic search ranking for the high-value keyword 'Patch Management,' significantly increasing inbound lead volume.
- Built a custom CMS and Partner Portal to support marketing content operations and channel partner engagement, improving campaign agility and partner-driven pipeline.
- Transformed the company website from a static brochure site into a dynamic, conversion-focused platform designed to capture and nurture leads through the sales funnel.

Vcommerce (formerly Vstore)

Digital Marketing & eCommerce Operations Lead (4 years, 2 months)

Oversaw digital marketing and eCommerce operations for a multi-client storefront platform, managing client integrations and ensuring marketing-aligned web experiences across all deployments.

- Managed marketing-integrated eCommerce storefronts for multiple clients, overseeing functionality, campaign alignment, and conversion optimization across hosted and embedded implementations.
- Maintained corporate web presence for Vcommerce.com and Vstore.com, ensuring digital marketing assets supported lead generation and brand objectives.

Insight

eCommerce Marketing & Digital Operations Lead (2 years, 1 months)

Responsible for all digital marketing operations and eCommerce development for Insight.com, one of the largest onlinecomputer reseller platforms of its era.

- Drove eCommerce platform growth through strategic digital marketing enhancements, scaling annual online sales from under $1M to over $13.5M—a 13x increase in revenue.
- Coordinated the first B2B shopping cart integration with 3Com Corporation using XML-based data exchange—an industry-first initiative featured in InformationWeek Magazine.

Competencies

Marketing Automation (Marketo/Eloqua/Hubspot)
MarTech Stack Ownership & Strategy
Stakeholder & Executive Communication
SEO/SEM & Analytics Oversight
Vendor & Budget Management
AI & Automation Strategy
CRM Integration (Salesforce)
Project & Program Management
Requirements Gathering & Scoping
Digital Transformation Initiatives
Risk Assessment & Mitigation
Process Improvement & Documentation

Education

James Madison University
BBA, Productions Operations Management

Certifications

Google Adwords Search Certification
Google Analytics Certification
Online Marketing Foundations
Google Adwords Display
Learning PPC with Google Ads
HubSpot Academy: AI for Marketers

Google Digital Marketing & E-commerce Professional Certificate (In Progress)