Todd Sullivan

Digital Project Manager & Marketing Technology Leader

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Summary

Results-driven Digital Project Manager and Marketing Technology leader with over 25 years of experience directing cross-functional web and marketing programs from inception through delivery. Proven track record managing multi-stakeholder initiatives, enterprise MarTech implementations, and large-scale digital transformations across B2B environments. Expert at aligning project scope, timelines, budgets, and resources with strategic business objectives. Skilled in stakeholder communication, vendor management, risk mitigation, and building scalable operational frameworks. Adept at leading distributed teams and managing full project lifecycles across web, marketing automation, CRM, analytics, and AI/automation platforms. Passionate about leveraging modern tools, including ChatGPT, Claude, and n8n, to accelerate delivery, automate workflows, and drive smarter outcomes

Experience

Marumba

Owner / Project Manager & Digital Strategist

September 1995 - Present (30 years, 7 months)

Founded and have continuously grown a full-service digital consultancy, personally managing all client engagements from discovery and scoping through delivery and optimization. Serve as both strategic advisor and hands-on project lead for clients ranging from SMBs to enterprise organizations.

- Lead end-to-end project management for web builds, marketing automation implementations, and integrated digital campaigns—defining scope, managing timelines, coordinating vendors, and reporting on KPIs.
- Manage MarTech stack implementations including Marketo, Eloqua, Salesforce, and WordPress /Drupal—aligning platform capabilities with client business goals and overseeing all phases of rollout.
- Direct SEO/SEM and paid media programs, establishing measurement frameworks, tracking performance against OKRs, and iterating strategy based on data.
- Leverage AI and automation tools (ChatGPT, Claude, n8n) to streamline project workflows, accelerate deliverables, and introduce intelligent automation solutions for clients.
- Maintain strong client relationships through consistent communication, milestone reporting, and proactive risk management.

Key Skills: *Project Management, Client Engagement, Marketing Operations, Demand Generation, Vendor Coordination, AI & Automation, SEO/SEM, Analytics*

Blue Yonder (formerly JDA Software)

Webmaster / Senior Project Manager

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

Served as the primary project lead for all corporate web and marketing technology initiatives at a global supply chain software company. Owned the full project lifecycle for large-scale digital programs—managing requirements, resources, timelines, budgets, and cross-functional stakeholders across Marketing, IT, Sales, and Product teams.

- Led the architecture and end-to-end delivery of a new enterprise website platform (jda.com), reducing development cycles, improving site performance, and increasing qualified lead volume.
- Sole PM and developer for a proprietary Event Administration System supporting a 2,500-person annual user conference—managing event websites, registration, session scheduling, client meeting scheduling, and staff coordination. Over its lifetime, the platform processed 24,000 registrations, collected nearly $12M in revenue, scheduled 3,000+ sessions,and coordinated 11,000+ client meetings.
- Built and managed a Release Cycle Task Tracking System overseeing GTM task administration for 150+ software products, covering ~500 tasks per cycle and coordinating 500+ employees across teams.

- Owned the enterprise MarTech stack—leading implementation and administration of Salesforce, Marketo, Sitecore, Eloqua, and 6sense—while ensuring alignment between Marketing Operations, Demand Gen, and IT.
- Partnered with Demand Generation and ABM teams to define campaign strategy, establish reporting frameworks, and present executive-level performance analysis with actionable recommendations.
- Initiated and scoped a cross-departmental Marketing Data Lake project to consolidate reporting across all marketing platforms into a single source of truth.
- Managed Google Analytics and Google Ads programs, social media operations (LinkedIn, Facebook, X), and SEO strategy across corporate digital properties.

Key Skills: *Program Management, MarTech Strategy, Stakeholder Engagement, Budget Oversight, Cross-Functional Leadership, Event Management, Analytics, Demand Generation*

Lumension Security (formerly PatchLink)
Webmaster / Project Lead (2 years, 3 months)

Owned all aspects of PatchLink.com's web presence, leading a full platform redevelopment and driving organic search dominance in the security software space.

- Managed full redevelopment and ongoing operations of PatchLink.com, coordinating requirements, design, development, and QA phases to transform a static site into a dynamic, lead-generating platform.
- Oversaw SEO and Google Ads strategy, achieving a #1 organic ranking for the key term 'Patch Management' through structured planning and cross-team execution.
- Led the planning and delivery of a Partner Portal and custom CMS, coordinating stakeholder input and vendor relationships throughout the project lifecycle.

Vcommerce (formerly Vstore)
Senior Project Lead / Developer (4 years, 2 months)

Oversaw all development and client-facing eCommerce operations for Vstore/Vcommerce, managing multiple concurrent storefront projects across a diverse client base.

- Coordinated and managed eCommerce storefront projects for multiple clients, overseeing integrations, functional testing, and delivery timelines for both hosted and embedded implementations.
- Managed all phases of corporate website operations, balancing multiple concurrent projects and client priorities.

Insight
Senior Developer / eCommerce Project Lead (2 years, 1 months)

Responsible for all development and eCommerce project execution for Insight.com, one of the largest computer reseller platforms of its era.

- Led development and project execution for Insight.com's eCommerce platform, growing annual online sales from under $1M to over $13.5M through strategic enhancements and process improvements.
- Coordinated the first B2B shopping cart integration with 3Com Corporation—a groundbreaking XML-based project profiled in InformationWeek Magazine.

Competencies

Project Management	*Client Engagement*	*Marketing Operations*
Demand Generation	*Vendor Coordination*	*AI & Automation*
SEO/SEM	*Analytics*	*MarTech Strategy*
Stakeholder Engagement	*Budget Oversight*	*Event Management*

Education

James Madison University
BBA, Productions Operations Management

Certifications

Google Adwords Search Certification
Google Adwords Display
Google Analytics Certification
Learning PPC with Google Ads
Online Marketing Foundations
HubSpot Academy: AI for Marketers
Google Digital Marketing & E-commerce Professional Certificate (In Progress)