

Jen Whelan

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B2B Growth Marketing Executive | Pipeline & Revenue Leader

Results-driven marketing executive with 25+ years of experience building high-performing teams and driving measurable revenue impact for category-leading B2B and B2C technology companies. Proven track record scaling demand generation, partner ecosystems, and marketing operations in complex, fast-moving environments. Deep expertise in pipeline generation, marketing technology transformation, and AI-first organizational design. Known for clear strategic thinking, cross-functional alignment, and a direct, data-driven communication style that builds credibility with commercial leadership.

Core Expertise

Pipeline & Demand Generation | Operations & Analytics | Events & Field Leadership | Partner Ecosystems | AI-Augmented Systems | Tech Stack Strategy & Transformation | Account-Based Tactics | Brand & Thought Leadership | Organizational Design | P&L Management | Executive Communication | Cross-Functional Alignment | Global Campaigns | Media & Digital Advertising | Strategic Planning | Performance Focus

Professional Experience

VP, Growth Marketing | LiveRamp | Seattle, WA

April 2025 – Present

LiveRamp is the leading data collaboration platform, enabling brands, publishers, and platforms to connect and activate data with privacy at the center. Reporting to CMO.

- ✓ Directed a 4-function Growth Marketing organization and full go-to-market engine, driving \$238M+ in FY26 marketing-sourced pipeline and pacing toward a \$350M FY27 target.
- ✓ Architected an AI-first technology transformation, migrating from 6sense to an integrated intelligence and attribution stack (Clay, UserGems, DreamData) to power agent-based website intelligence and nurture sequencing.
- ✓ Spearheaded operational alignment between Marketing and Sales Operations to standardize lead volume routing and tech stack consolidation, concurrently restructuring the Marketing Operations team into a highly efficient Director-plus-specialist model.
- ✓ Launched a dedicated mid-market go-to-market motion utilizing signal-based targeting, and built a tiered Partner Marketing ecosystem from the ground up with brands including Chase Media Solutions and MGM.
- ✓ Instituted a measurement-first events philosophy targeting 4.5x+ blended ROMI, highlighted by co-leading LiveRamp's flagship RampUp 2026 conference for 1,800+ attendees.

Chief Marketing, Operations & Communications Officer | SmartMedia Technologies | Aspen, CO

2023 – 2025

Web3-based engagement and loyalty platform serving global enterprise clients including Visa, Pepsi, and the International Olympic Committee.

- ✓ Directed marketing, operations, communications, client success, and people team functions for a high-growth Web3 platform company.
- ✓ Oversaw global PR agency and corporate crisis communications strategy, resulting in enhanced brand reputation and consistent executive messaging across markets.
- ✓ Introduced internal communications infrastructure including company-wide cadences, newsletters, and the Executive Work Council (Office of the CEO), improving cross-departmental coordination across Creative, Engineering, and Sales.
- ✓ Executed global marketing strategies across diverse channels, expanding brand visibility and driving client acquisition across the US, EMEA, and APAC.
- ✓ Managed People Team operations including contract negotiations, compliance with US benefits policies, and organizational design during a period of rapid growth.

Senior Vice President, Marketing | Yahoo! (Formerly Verizon Media) | New York, NY

2020 – 2023

Led B2B global marketing through the company's transition from public ownership to private equity under Apollo Global Management.

- ✓ Led a 90-person global marketing team across US, EMEA, and APAC, aligning strategy and execution to business priorities during a high-stakes ownership transition.
- ✓ Spearheaded global flagship events including CES, IAB ALM, Newfronts, Cannes, and AdWeek (London, Sydney, NYC), amplifying brand presence and commercial relationships in the advertising industry.
- ✓ Designed distinctive VIP customer experience programs — including “Discover Purple” featuring Elton John and US Open activations — deepening brand affinity among top agency and brand clients.

- ✓ Delivered significant marketing-qualified lead generation and measurable revenue impact through integrated demand generation and sales partnership programs.

Senior Vice President, Marketing | Criteo | New York, NY

2018 – 2019

- ✓ Led a 100+ person global marketing and communications team across US, EMEA, LATAM and APAC, driving company growth and international account expansion.
- ✓ Generated \$1.6M+ in annual revenue through demand generation programs, and implemented five global field marketing programs including Account Expansion and Executive Engagement.
- ✓ Improved website engagement by 31% through a new self-registration experience, and decreased bounce rate by 11.3% while executing four flagship global events annually.

Senior Vice President, Marketing | Innovid | New York, NY

2016 – 2018

- ✓ Drove 30%+ YoY revenue growth by overseeing global marketing and PR efforts, and crafted the “Innovid Story” narrative that increased Share of Voice by 50% and secured the #4 Most Interesting Ad-Tech Upstart of 2017 recognition.
- ✓ Transformed team culture, increasing employee engagement from 56% to 94%, while delivering 56 custom sales enablement presentations and boosting LinkedIn engagement by 54%.

Senior Director of Global Marketing | Qualcomm Corporation | San Diego, CA

2013 – 2016

- ✓ Led global marketing strategy across eight international regions supporting \$25B in revenue, and mentored a cross-functional team of 15 marketers while chairing the 100+ member Global Marketing Leadership Team.
- ✓ Served as Chief of Staff for executive projects, managing corporate strategic realignment, a 27% budget reduction, organizational restructuring, and the President's annual Investor Analyst Day keynote.

Earlier Experience

Engaged in B2B and B2C global technology campaigns by leveraging large brand value across foundational leadership roles, including: Director of Marketing at **Intel Corporation**, Director of Advertising at **Microsoft Corporation**, Senior Manager of Advertising at **T-Mobile USA**, and VP Client Services at **OBI Creative**.

Board & Advisory

Board of Directors, Walker Sands (Marketing & PR agency) | Board Advisor & Mentor, Emerging Marketing Leaders

Education

Bachelor of Science in Business Administration – University of Oregon, Eugene, OR

Technology & Tools

Salesforce | Marketo | Clay | UserGems | DreamData | 6sense | Microsoft Office Suite (Word, Excel, PowerPoint) | Google Workspace | Asana | Workday