

## SKILLS

Highly Creative Visionary

Strategic and Execution-Driven

Excellent Collaboration Skills

Passionate Hands-On Leader

Project Management Skills

Strong Graphic Design Skills

Excellent Interpersonal Skills

Detail-Oriented Problem Solver

HubSpot and Salesforce Experience

## CAREER SUMMARY

### VP OF MARKETING

Team Engine - Boulder, CO (Remote)

Jan 2022 - Present

Own strategy development and execution of all things acquisition, partner, and customer marketing. Manage content creation and distribution, marketing automation and technology, partner program, nurture programs, sales enablement tools, online presence, SEO, paid search, paid social, events, as well as all things brand and corporate marketing.

- Continually assess and implement new marketing technologies to scale efforts of lean and scrappy team
- Implemented clean lead attribution process, allowing for highly reliable reporting
- Grew monthly inbound leads by **15x** through introduction of new channels and implementation of new programs
- Grew monthly qualified demos booked by **300%**
- Led procurement and implementation of HubSpot with integration to Salesforce
- Grew new monthly pipeline added by marketing by **400%**, ultimately equating to **42%** of sales pipeline
- Increased organic web traffic by **300%** through implementation of new content and social programs

### DIRECTOR OF DEMAND GENERATION

Signpost - Denver, CO (Remote)

Jun 2020 - Jan 2022

Owned strategy development and execution of inbound and outbound demand generation and customer acquisition. Managed content creation and distribution, marketing automation, partner campaigns, nurture programs, sales enablement tools, online presence, SEO, paid search, paid social, events, as well as all things brand and corporate marketing. Collaborated cross-functionally both internally and with agency partners to create impactful initiatives.

- Continually assessed and implemented new marketing technologies to scale efforts of lean and scrappy team
- Created a lead engine from the ground up, increasing marketing-sourced deals from **5%** to **75%** of all sales
- Increased monthly lead volume by **10x** through introduction of new channels and implementation of new programs
- Cut Cost per Lead and Cost per Deal by **56%** and **57%** respectively
- Implemented extremely clean lead attribution, allowing for highly reliable reporting
- Increased organic web traffic by **10x** through implementation of new programs

### SR. BRAND MARKETING MANAGER

Polaris - Plymouth, MN


Sep 2018 - Feb 2020


Led team of **8** direct reports in building and executing annual go-to-market plans for **\$2B/year** business. Responsible for brand strategy, creative and content development, paid media, new product launches, social media, events, PR, competitive insights, retail management, dealer training and sales tools, partner program and campaigns. Partnered with agencies, brand partners, ambassadors & influencers, and the cross-functional team to deliver retail results.

# JUSTIN ULRICH

## STRATEGIC MARKETING LEADER

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 (720) 422-0874

- Managed **\$8.5M** budget across all go-to-market activity for market-leading RZR and GENERAL brands
- Contributed to **7%** revenue growth, maintaining **#1 market share** across both brands
- Led some of the most significant marketing wins Polaris Off Road has ever seen - from content views, to sustained long-term customer engagement, to the largest product platform launch in history of the business
- Managed the creation of new product launch strategies and go-to-market plans for **5** successful product launches
- Shattered annual lead goal of **25,000** leads, generating **150,000** leads through new approach to content, campaigns, events, partnerships, and product launches
- Achieved **9.2M+** video views, **235M+** impressions, and **63,000** leads within weeks of respective launches
- Led re-brand of RZR and GENERAL brands to align new premium identities with consumer preferences
- Managed the execution of the biggest, most attended Camp RZR ever featuring Nitro Circus, with **25,000+** attendees (**+90% YOY**) and **94M** social impressions
- Led new partner initiatives with Red Bull, Nitro Circus, Diesel Brothers, Hoonigan, GoPro and Porsche

### SR. CHANNEL MARKETING MANAGER

Avero - Denver, CO (Remote)

Sep 2016 - Sep 2018

Led team of **3** direct reports, along with external agencies, in providing end-to-end marketing support to all functions within the organization. Led all inbound and outbound marketing planning and execution for efforts with and without partners, as well as all content creation across all channels for all functions within the company.

- Built growing marketing organization from the ground up
- Led successful re-brand of organization across all channels to establish emotional connection with customer base
- Led acquisition & implementation of HubSpot and other innovative components of marketing technology stack
- Led personalization efforts, from dynamic web components, to persona development, to customer journey mapping
- Mapped out **3-year** marketing road map, aligning Marketing with broader company strategy and transitioning Marketing from support function to revenue generating engine
- Developed program to activate, engage, educate, and enable reseller partners

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### SR. MARKETING MANAGER - CHANNEL DEMAND GEN

Mercury/Vantiv - Denver, CO

Apr 2015 - Jul 2016

Provided go-to-market strategies, sales enablement tools, campaigns and program development to Channel Sales and Business Development teams. Collaborated with cross-functional teams to create compelling partner marketing plans, and managed execution. Consulted with partners to develop co-marketed go-to-market plans.

- Created innovative and engaging **\$1M** campaign plan strategically designed to incent key stakeholders in the payments value chain, paving the way for industry shift to chip cards while generating **\$10M** incremental revenue.
- Developed partner portal UX design, ensuring engagement by **70%** of active partners
- Successfully managed **90+** integrated campaigns, resulting in **6,000+** new customers and **\$18M** incremental sales
- Managed **300+** projects including customized collateral, presentations, landing pages, advertising, PR, lead nurturing and demand generation campaigns mapped to partner and merchant life cycle
- Developed modular, standardized campaign structure, which decreased time to market by **65%**

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# JU JUSTIN ULRICH

## STRATEGIC MARKETING LEADER

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### NATIONAL CHANNEL MARKETING MANAGER

TW Telecom/Level 3 Communications - Lone Tree, CO

Oct 2012 - Apr 2015

Developed and executed overall national channel marketing strategy and partner go-to-market plan, and provided end-to-end marketing support to our entire Indirect Sales Channel nationwide. Consulted with general managers in strategic markets to develop local go-to-market strategies and initiatives.

- Successfully managed **180+** events and initiatives, including webinars, open houses, lunch & learns, trade shows, partner events, SPIFs and sales contests, resulting in approximately **\$150M** in revenue
- Managed marketing program, initiatives, social media, partner portal & web presence within **\$1M** budget
- Proactively developed and implemented lead attribution system for ROI analysis
- Maintained average click-through rate of **50%** on all customized HTML emails with calls to action
- Created new tools, vehicles, and opportunities for demand generation, lead generation, partner education, and partner enablement

## RELEVANT EXPERIENCE

<b>CONSULTANT</b> MG Advisory - Denver, CO	Jun 2020 - Present
<b>STRATEGIC MARKETING MBA INTERN</b> TW Telecom - Lone Tree, CO	2012
<b>BRAND MANAGEMENT INTERN</b> Department of Environmental Health - Denver, CO	2012
<b>MARKETING STRATEGY CONSULTING PROJECT</b> Desert Sky Group - Denver, CO	2012
<b>MARKETING CONSULTING PROJECT</b> GO TOYOTA Arapahoe - Denver, CO	2012
<b>MARKETING &amp; STRATEGY INTERN</b> CarePilot - Denver, CO	2012
<b>STAFF ACCOUNTANT - TAX</b> DISH Network - Englewood, CO	2010 - 2011
<b>QUALITY ASSURANCE MANAGER</b> DISH Network - Colorado Springs, CO	2008 - 2010
<b>FIELD SERVICE SPECIALIST (LEAD TECHNICIAN)</b> DISH Network - Colorado Springs, CO	2004 - 2008

## EDUCATION

<b>MBA with emphasis in International Business</b> University of Colorado	2012
<b>BA in Economics</b> University of Colorado Cum Laude with Highest Distinction	2010

## INTERESTS

