



JAMES MILSOM

SAAS HEAD OF MARKETING

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EDUCATION

2017 - 2018
CHARTERED INSTITUTE OF
MARKETING
Diploma: Professional Marketing

2012 - 2013
UNIVERSITY OF WARWICK
LLM: International Development,
Law, and Human Rights

2008 - 2011
UNIVERSITY OF READING
LLB: Law

SKILLS

- Positioning and messaging
- GTM strategy and execution
- Lead and demand generation
- Copywriting and podcasting
- SEO and PPC
- Team management

MEMBERSHIPS

- ACIM: Chartered Institute of Marketing
- Product Marketing Alliance Member

PROFILE

For more than a decade, I've worked in SaaS companies with one constant—transformation. I use every day to improve each part of the marketing pyramid. From positioning to reporting, I'm always striving to make buyers' lives better, and it starts with a strong marketing growth engine.

HIGHLIGHTS

- Driving down SQL acquisition costs for i-nexus from \$1,200 to \$194
- Launched PLG motions, new brands, pricing - full product marketing mix
- Managed teams of 2-7 team members in operational marketing
- Introduced inbound marketing in every post held
- Created campaign frameworks that leverage demand and lead gen, SEO, PPC, events and the full marketing mix

WORK EXPERIENCE

i-nexus strategy software APRIL 2021 - PRESENT
Head of Marketing reporting to CEO

Overseeing the Go To Market growth of i-nexus, a SaaS strategy software provider, in EMEA and North America. My leadership is vital in our growth, orchestrating the creation of systems, processes, and data to build and maintain a growth engine across content, lead, and demand generation:

- Overseeing product, brand, operational, and customer marketing
- Managing four line reports - campaigns, design, web dev, and SDR
- Member of senior management team, managing \$300k budget
- Took pipe generation from \$98k to \$565k ARR within two years
- Oversaw re-brand of i-nexus
- Lead the internal change of vision, mission, and values
- Repositioned i-nexus within the strategic planning space
- Budget, scenario, and portfolio planning for \$390k annual GTM pot
- Taking new PLG motion product to market - research to MVP
- Won three G2 software awards for Best Support and High Performer
- Analyst relations program management with Gartner

Glide SEPTEMBER 2020 - APRIL 2021
Product Marketing Manager reporting to CCO

Oversaw GTM of Glide Business, a B2B telecoms provider:

- Overseeing rebuild of proposition from SMB to enterprise
- Market research for network build, market readiness, and GTM planning against a \$3.6 million infrastructure budget
- Managed two line reports - content and events
- Cross-team collaboration with 20 inside sales reps
- Working with international and regional commercial teams & partners
- New product introduction
- Field and desk-based sales enablement and coaching
- Creation of GTM strategy and supporting campaign planning
- Won Best Infrastructure 2020 at broadband award show the IPSAs

REFERENCES

SIMON CROWTHER

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I-NEXUS

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RICHIE SAVILLE

CEO

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CHRIS FORD

HEAD OF MARKETING

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FREELANCE

Helping SaaS start-ups to get their products to market, supporting with:

- Value proposition
- Product market fit
- GTM planning
- Content and sales enablement
- HubSpot
- PPC and SEO
- Social media

PERSONAL

Hobbies:

- Walking
- Reading
- Weightlifting
- Podcasts
- Soccer
- Football

Influences:

- April Dunford
- David Yockelson
- Neil Patel
- Marcus Sheridan
- Ted Turner

i-nexus strategy software

JANUARY 2019 - SEPTEMBER 2020

Senior Marketing Manager reporting to Head of Marketing

Supported the Head of Marketing and Chief Product Officer with growing brand presence, generating growth, and contributing to new product development for a strategy software SaaS:

- Market and competitor analysis to inform positioning, pricing, messaging, and Go-To-Market (GTM) strategy, including TAM, SAM, and SOM calculations and price elasticity
- Ownership of GTM and analyst relations
- Managed \$300k GTM budget
- Managed six line reports: content, digital, events, brand, web dev, design, and influencers
- Sales enablement - battlecards, case studies, and more
- Customer marketing on G2 and Capterra
- Launched a major refresh of products in the summer of 2020, with accompanying collateral, campaigns, and customer communications.

Glide

JANUARY 2018 - JANUARY 2019

Marketing Manager reporting to Head of Marketing

Supported the GTM and field marketing of the Glide Business B2B telecoms business unit to drive growth and support VC buy-out:

- Managed two Marketing Executives & digital and design agencies
- Campaign development and execution
- Increased SQLs 133% within four months
- Managed \$305k budget
- New product introduction
- Content development and HubSpot management
- Channel marketing - partner generation and partner activation
- Revamped RevOps - stronger reporting and sight of ROMI
- Won Best Business Provider 2018 at broadband award show the IPSAs

Sodexo (Pluxee)

APRIL 2016 - JANUARY 2018

Digital Marketing Manager reporting to Head of Marketing

Supporting the three business units (Marketing, Sales, Employee Benefits) to deliver highly qualified SQLs into Business Development:

- Managed one Marketing Executive & digital agency
- Oversaw lead and demand generation strategy and \$250k budget
- Collaboration with other business units and global marketing team
- Persona research and development
- Introduced inbound marketing
- Rebranded four brands into one following merger
- New website launch (and redirect of four previous sites to one)
- Implementation of HubSpot and on-going management
- End-to-end buyer journey content creation to feed nurture engine