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SUMMARY

AI-native, dynamic marketing leader with 15+ years across cybersecurity, AI, robotics, and technology distribution — setting strategy, running the plays, and optimizing the engine when it's broken. Commands the full demand mix — performance media, channel and partner marketing, event and field marketing, ABM, and outbound — alongside brand, product marketing, and marketing operations, all unified under repeatable, measurable frameworks. Proven across the company lifecycle: transformed the brand and GTM strategy (Continuous), scaled through acquisition (Moogsoft), and transformed a global marketing organization (Trustwave). Builds and leads high-performing teams — up to 14, with budgets exceeding \$3.5M — and designs the proprietary AI systems that multiply the output of lean ones.

PROFESSIONAL EXPERIENCE

Continuous Technologies | VP of Marketing

September 2025 – Present • SaaS startup building embedded revenue infrastructure for companies with complex quote-to-revenue models (Salesforce ISV Partner, NetSuite SDN Partner) | Team of 1 + 3 agencies · Budget \$1.0M

- Transformed the marketing function from the ground up — rebranding and owning messaging, demand generation, content, and revenue operations.
- Designed and shipped a proprietary AI-agent GTM operating system with nine custom agents for workflow efficiency (prospect research, competitor intelligence, ad copy, outreach, content, campaign planning, LinkedIn, performance reporting) on a versioned company knowledge base, packaged as an internal Claude Code plugin, automating work equivalent to 3 marketers.
- Productized a three-product portfolio and built the surrounding launch and GTM programs, from positioning through enablement.
- Built the demand generation and SDR functions from the ground up — pairing direct hires with automated outbound, paid search, paid social, webinars, and events — scaling the database 250% and generating the company's first direct inbound leads.
- Launched the company's video content strategy complete with a video promotion engine going from 0 to 23 videos and finally letting prospects visualize the solution.
- Managed founder and corporate social presence, building the CEO's executive thought-leadership voice and corporate channel; grew LinkedIn following 830% and AI/LLM brand visibility 94%.

Plus One Robotics | Head of Marketing

12/2023 – September 2025 • Series C AI-vision & robotics company offering hardware, software, and services for warehouse automation and logistics | Team of 3 + 4 agencies · Budget \$1.2M

- Led end-to-end marketing, revenue operations, sales enablement, and sales development functions with a team of three.
- Increased partner referrals by 250% after launching channel route-to-market, transforming the acquisition strategy from a founder-led company to a growth-stage company.
- Formalized the demand generation function delivering \$4.0M in sourced pipeline (150% to goal) via ABM, paid media, channel marketing, and SDR outreach efforts.
- Partnered cross-functionally with Product, Sales, and Finance to establish scalable GTM frameworks, launch plans, and sales enablement resources, accelerating time to market, product adoption and partner engagement for InductOne and DepalOne.
- Owned full-stack product marketing function across hardware, AI-vision software, and services; developed positioning, messaging, and GTM strategy with ideal customer profiles (ICPs).
- Elevated brand and product positioning through thought leadership (written and speaking), analyst engagement, association participation, and more than 100 earned media placements in year one.
- Managed over a dozen field and virtual events annually; collaborated with partners to amplify presence through booth placements, after-hours events, speaking sessions, and coordinated social proof efforts.

Moogsoft | Senior Director of Marketing

11/2022 – 08/2023 • VC-backed Series E AIOps platform acquired by Dell Technologies | Team of 4 + 2 Agencies · Budget \$1.5M

- Led GTM transformation from product-led growth (PLG) to ABM, delivering over 60% of sourced pipeline.
- Built integrated marketing programs leveraging commissioned research reports and aligned paid media and SDR strategy for conversion rate optimization.
- Owned product marketing strategy, including platform repositioning, messaging architecture, and field enablement through updated collateral and sales tools.
- Elevated brand credibility with thought leadership content and analyst engagement (Gartner) shaping the AIOps category.

Very Good Security (VGS) | Director of Demand Generation

10/2021 – 11/2022 • *Venture-backed Series C fintech and data security company | Team of 8 · Budget \$2.7M*

- Delivered 80% of total pipeline through marketing-sourced programs (both inbound and outbound), achieving a 60% SQL-to-opportunity conversion rate and 40% win rate on marketing-sourced opportunities.
- Partnered with product to launch PLG motion targeting DevOps audiences; leveraged product usage data to optimize conversions of trial-to-paid.
- Advanced operational maturity by deploying Marketo, intent data platforms (ZoomInfo, G2), and advanced SFDC capabilities; enhanced lead scoring and attribution to improve signal tracking, funnel visibility, and campaign performance.

Malwarebytes | Director of Americas Field Marketing

05/2021 – 10/2021 • *Cybersecurity software and services company delivering antivirus, anti-malware, and privacy solutions | Team of 2 · Budget \$2.6M*

- Led demand generation and field marketing for B2B mid-market and enterprise segments, driving over 30% of regional pipeline.
- Redesigned integrated marketing strategy to support product-led growth (PLG) and sales-led trial motions; partnered with engineering and data teams to integrate product usage data into the sales process via custom Looker dashboards.
- Collaborated with product to launch interactive tools—ROI calculators, maturity assessments—that accelerated demand creation and shortened sales cycles.

Trustwave | Marketing Director, Americas and EMEA

06/2019 – 04/2021 • *Global cybersecurity company with portfolio of solutions in MSSP, MDR, Security Testing, Email Security & more | Team of 14 · Budget \$3.5M*

- Led global demand generation across the Americas and EMEA for a cybersecurity portfolio spanning MSSP, MDR, and consulting services, owning full-funnel marketing execution.
- Owned GTM strategy across enterprise, SMB, and channel segments, delivered \$9M in sourced pipeline through diversified campaign mix (ABM, digital, field and partner marketing).
- Transformed global event strategy—including RSA, Black Hat, Gartner Security & Risk Summit—shifting from traditional sponsorships to immersive, journey-based experiences increasing lead conversion and sales alignment.
- Directed partner and channel marketing efforts, driving 5x total contract value (TCV) growth through integrated programs with Microsoft, Netskope, Palo Alto Networks, and Cybereason.
- Built global reporting infrastructure from rep-level dashboards to executive ROMI insights; instituted KPI tracking, lead processes, and operational standards; responsible for board-reporting and quarterly business reviews (QBRs).
- Developed and mentored a high-performing team, career-pathing more than six high-potential hires into roles across demand gen, sales, and operations.

Telecom Brokerage Inc. (TBI) | Senior Digital Marketing Manager/ Marketing Manager

07/2014 – 06/2019 • *Technology services distributor (master agent) specializing in telecommunications, cloud, and managed services.*

- Promoted to Senior Manager, leading a team of three and serving on the cross-functional Operational Efficiency Task Force; built the digital marketing and marketing operations functions from the ground up.
- Led a cross-functional team across product, tech, and partner stakeholders to launch a Through-Channel Marketing Automation (TCMA) platform, giving channel partners turnkey, co-branded demand programs at scale.
- Grew inbound leads 500% through content, SEO, and paid programs; implemented HubSpot CMS and launched multiple web properties to support a new demand generation motion.
- Owned product marketing for cybersecurity, SD-WAN, and UCaaS vendors, partnering with vendor and channel teams to bring joint go-to-market programs to market.
- Partnered with product, engineering, and data teams to deliver internal platforms (mobile app, partner portal, intranet), author technical marketing content, and build real-time analytics dashboards in Domo — giving leadership live visibility into marketing KPIs and pipeline.

EDUCATION

University of Missouri, Columbia, Missouri

Graduated with a Bachelor of Science in Business Administration; Marketing Major, Economics Minor

Scholarship athlete for University Swimming & Diving Team