

Ted Skinner

MARKETING, GROWTH & AI TRANSFORMATION EXECUTIVE

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EXECUTIVE PROFILE

Marketing, growth, and business transformation executive with 30+ years building SaaS products, revenue systems, and high-performing cross-functional teams. Combines technical expertise with market strategy to translate complex AI, data, and media-intelligence offerings into clear positioning, scalable growth programs, and measurable customer value. Experienced in P&L leadership, product strategy, revenue operations, strategic planning, and executive advisory work.

CORE EXPERTISE

Executive Marketing Leadership | AI-Enabled Workflow Design | Product & Category Marketing | Demand Generation & Lifecycle Marketing | Revenue Operations & Lead Scoring | SEO & GEO | ICP Development & Audience Segmentation | SaaS & Media Intelligence | P&L Management | Cross-Functional Leadership | Strategic Planning | Executive Communications | AI Platforms & Tools: OpenAI, Codex, Anthropic, Claude

PROFESSIONAL EXPERIENCE

Fullintel | Ottawa, ON | Remote

VICE PRESIDENT OF MARKETING | NOV 2024 – JUL 2026

Led marketing for a media intelligence company that utilizes AI to serve enterprise communications, pharmaceutical, government, and public relations agency clients. Repositioned the company to focus on AI-augmented, analyst-validated intelligence and established systems that connect audience data, campaigns, content, product marketing, and sales.

- Architected a comprehensive revenue ecosystem integrating Salesforce Account Engagement and ZoomInfo to automate segmented outreach, custom lead and account scoring that identified core customer profiles, account ownership, and performance tracking.
- Refined a 140,000-record database into approximately 70,000 ICP-aligned, deliverable contacts; restored email deliverability and mapped ZoomInfo industries to Salesforce fields for sharper targeting and account ownership.
- Launched an integrated **SEO & GEO strategy** focused on technical health, topical authority, and capturing visibility within emerging AI-driven search environments.
- Accelerated content velocity to **30+ monthly executive assets** by deploying AI-enabled workflows for editorial and competitive intelligence, reducing production time from days to hours.
- Transformed product roadmaps into compelling market narratives and sales enablement tools, leading executive communications for AI-driven alerts and predictive intelligence features.
- Created the RISE Framework for AI workflow assessment and represented Fullintel at PRSA ICON, the IPR Bridge Conference, webinars, podcasts, and in trade publications.

Rhythm Systems | Charlotte, NC | Remote

VICE PRESIDENT, MARKETING & AUTOMATION | APR 2019 – AUG 2024

Led marketing, automation, analytics, and digital growth for a strategy-execution software and consulting company serving middle-market CEOs and leadership teams.

- Increased marketing **ROI by 20% and conversion rates by 30%** through AI-powered audience segmentation and lead scoring; automated prospect routing and lifecycle workflows in HubSpot and Zapier.
- Grew the prospect database **8x — from 73,500 to 600,000+ contacts** — through improved conversion, data enrichment, and ICP-based acquisition (Clearbit, ZoomInfo).
- Drove **1.2M+ organic sessions annually** through SEO, search-driven content hubs, and expert-led content; LinkedIn data showed the C-Suite made up over 50% of readership, our ideal customer.
- Authored **125+ published articles** on strategic execution, OKRs, KPIs, leadership, and high-performance culture — a durable library that kept driving qualified traffic.

CEO STRATEGY EXECUTION CONSULTANT | JAN 2014 – APR 2019

- Advised CEOs and executive teams at \$20 million to \$500 million companies on strategic planning, KPI design, quarterly execution, and high-performance team development.
- Led annual and quarterly planning using EOS, OKRs, Balanced Scorecard, Scaling Up, Rockefeller Habits, and Rhythm Systems methodologies; introduced real-time dashboards connecting daily work to long-term goals.

- Partnered with sales and delivery teams to shape scopes of work, paths of progress, and quarterly business reviews that clarified outcomes, ownership, milestones, and accountability.

PR Newswire | New York, NY | 14+ years, multiple VP roles

VICE PRESIDENT, DATA INTELLIGENCE | JUN 2010 – JAN 2014

- Created the business plan and product roadmap for Agility, an integrated communications platform combining social listening, news monitoring, press release distribution, journalist intelligence, and reporting.
- Led primary market research and requirements development for a platform incorporating a global media database of 650,000 journalists and influencers.
- Matrix-managed cross-functional teams across engineering, marketing, sales, support, and external partners to move complex product initiatives from concept through launch.

VICE PRESIDENT, PUBLIC RELATIONS PRODUCTS | SEP 1999 – JUN 2010

- Owned product vision, P&L, sales enablement, marketing, brand management, and training for cloud-based annual and monthly recurring-revenue SaaS products.
- Led distributed and cross-cultural teams across the United States, United Kingdom, Mexico, and India, aligning product, engineering, sales, and service teams across time zones.
- Automated media-research workflows to improve accuracy, productivity, and customer value while freeing teams to focus on higher-value work.
- Launched ProfNet Connect and created ProfNet en Español, expanding expert-source communities and building a culturally relevant offering for Latin American markets.

Earlier career

- Senior Network Consultant, Dominant Systems Corporation (Ann Arbor, MI), 1994–1999 — expanded the SMB customer base 40% through consultative network, VoIP, and data-networking sales and delivery.

EDUCATION

University of Michigan — Bachelor of Arts, Economics

CERTIFICATIONS

Certified ScrumMaster (CSM); Certified Scrum Product Owner (CSPO); HubSpot Champion User; SEMrush SEO Fundamentals; Pragmatic Marketing Certified

AWARDS

PR Newswire Employee of the Year (John Petrillo Award), selected from 5,000+ employees; UBM Business Leadership Program (global high-potential selection); Eagle Scout

PUBLICATIONS

Author, Predictable Results (bestselling business book); 125+ published articles on strategy, leadership, growth, AI, media intelligence, and communications