

# ANN TARASENA

## *Marketing Programs & Global Events*

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### SUMMARY

Enterprise marketing and global events leader delivering cross-functional programs across SaaS, technology, media, and eCommerce organizations. Experienced in building structured marketing programs that support revenue growth, alliance partnerships, and customer engagement. Brings operational clarity to complex initiatives and leads programs from strategy through execution across distributed teams. Partners with executive stakeholders while maintaining accountability for program delivery and measurable results.

### SELECTED IMPACT

- Contributed to **\$194M+ in pipeline** through enterprise marketing and alliance programs
- Achieved **\$25M → \$45M revenue growth** through eCommerce marketing program leadership
- Led PR and crisis communications contributing to **\$90M investment funding** and **\$10M+ state agency contracts**
- **Drove 372% engagement growth** on PwC × WSJ thought leadership platform
- Scaled global conference **400 → 1,300+ attendees**, generating **\$10M revenue per event**
- Managed **80–150 enterprise events/month** at Apple, including WWDC execution support
- Executed initiatives spanning **23+ countries** across globally distributed teams and stakeholders

### SELECTED BRANDS

Apple · Microsoft · Salesforce · Oracle · Boeing · US Bank · ADP · Expedia · WSJ · Pokémon

### CORE EXPERTISE

Enterprise Marketing Programs • Global Events Strategy & Execution • Alliance & Partner Marketing • Integrated Go-to-Market Execution • Sales Enablement • Customer Marketing & Retention • Cross-Functional Leadership • Agency & Vendor Management • Process & Operational Optimization

### PROFESSIONAL EXPERIENCE

#### MARKETING LEADER (CONSULTING) | Management Concepts International | 2025–Present

Lead marketing strategy, programs, and event initiatives for a consulting firm serving Fortune 500 enterprises, technology leaders, and national research laboratories, partnering directly with the CEO.

- Direct GTM planning and execution across positioning, launches, campaigns, executive programs, and partner initiatives supporting enterprise and technical audiences
- Manage external agencies and vendors to deliver integrated marketing campaigns and thought-leadership initiatives aligned to business and growth priorities
- Advise on and contribute to executive-ready content for Management Concepts courses delivered within UCLA Extension's Technical Management (TMP) program

### SENIOR MARKETING PROJECT MANAGER | The Healthy Back Institute | 2018–2025

Reported to CMO and CEO, leading cross-functional teams and execution of eCommerce product marketing initiatives for a natural health company serving over 2 million customers worldwide.

- Owned project delivery; developed launch plans, executed product launches and lifecycle marketing programs across direct-to-consumer channels
- Managed delivery of Amazon storefront launch and optimization, partnering with external agency to improve conversion and marketplace performance
- Built customer marketing and loyalty programs to improve repeat purchase and retention
- **Impact:** Grew revenue from \$25M to \$45M; Amazon became the top channel within 18 months

### ACCOUNT DIRECTOR | iMiller Public Relations | 2017 (Contract)

Directed strategic PR for global enterprise technology clients across the digital infrastructure industry.

- Managed 30+ accounts, shaping positioning, messaging, and media strategy for growth
- Developed pricing, contract, and operations strategy to strengthen the agency's revenue model
- Created positioning and communications strategies to increase market visibility and credibility
- **Impact:** Improved agency billings by **30% annually** through revised pricing and renewed client contracts; PR positioning also supported a client securing **\$90M in investment funding**

### STRATEGIC PROGRAMS LEAD (PwC ACCOUNT) | Liaison Creative + Marketing | 2014–2017

Senior marketer embedded with PwC Salesforce and Workday alliance teams driving pipeline growth.

- Delivered campaigns, partner initiatives, and sales enablement assets across alliance teams
- Led the development and execution of PwC × Wall Street Journal cybersecurity thought-leadership initiative, coordinating across PwC stakeholders, WSJ editorial, and external partners
- Managed and mentored project managers supporting PwC alliance with Google, Oracle, and SAP
- **Impact:** Drove **372% engagement growth** and **10M+ impressions** on the PwC × WSJ platform; supported alliance programs that contributed to **\$194M+ in pipeline**

### PR MANAGER | eScholar | 2013–2014 (Contract)

Directed PR communications strategy for an edtech SaaS solutions company during industry scrutiny.

- Developed positioning, messaging, and executive communications, leading coordinated crisis-response efforts across leadership and go-to-market teams
- Aligned media and client messaging to support renewals and new contract opportunities
- Secured executive speaking opportunities and managed exhibits at SXSW EDU & key industry events to increase visibility and stakeholder engagement
- **Impact:** Stabilized public positioning and client confidence, contributing to **\$10M+ in state education agency agreements**

### GLOBAL EVENTS MANAGER | Apple Inc. (via CWT) | 2010 (Contract)

Owned the planning and execution of high-volume events across multiple Apple business units, serving as the primary lead responsible for planning, logistics, and executive stakeholder satisfaction.

- Directed end-to-end execution of **80–150 events per month**, managing planning workflows, vendors, logistics, and on-site delivery across diverse internal teams
- Partnered with executives and cross-functional stakeholders to deliver consistent, high-quality experiences across business groups
- **Trusted by the Apple Events Director** to evaluate and improve team processes; developed and presented a plan to streamline workflows and strengthen operational efficiency

## FOUNDER & MARKETING CONSULTANT | Purple Dot Events | 2010–2014

Delivered marketing and events leadership as an outsourced agency partner for growth-stage companies across technology and education sectors.

- Directed integrated marketing programs driving brand visibility, partnerships, and client engagement
- Advised on messaging, program structure, and execution across concurrent client initiatives
- Managed vendors, budgets, and delivery while establishing repeatable execution frameworks

## MARKETING MANAGER | Asure Software | 2009–2010

Guided marketing strategy and execution during organizational downsizing.

- Developed and delivered integrated campaigns aligned to growth and pipeline priorities
- Managed a five-person team through reductions while sustaining program and campaign delivery
- Partnered with executive leadership on marketing direction and execution priorities
- **Impact:** Achieved **20% year-over-year revenue growth** during workforce and expense reductions

## CHANNEL MARKETING & EVENTS MANAGER | Concur | 2004–2008

Drove channel marketing and event initiatives that accelerated partner growth, retention, and pipeline.

- Developed channel co-marketing programs enabling sales teams and partners to grow revenue, including participation in Microsoft Worldwide Partner Conference (WPC)
- Designed and executed a national Sales Roadshow program across the U.S. (10–15 events annually), aligning regional marketing and sales efforts
- Led end-to-end management and execution of global user conference, scaling from 400 to 1,300+ attendees and expanding partner sponsorships
- **Impact:** Roadshow program drove **~60% revenue growth**; global conference generated **\$10M average revenue per event** and strengthened retention and partner engagement

## ADDITIONAL EXPERIENCE

### Events & Sponsorships Manager | Washington Mutual / JP Morgan Chase | 2001–2004

Led national marketing events, sponsorships, and community programs supporting market expansion. Managed 22 event managers delivering nationwide initiatives and oversaw the WaMoola for Schools and corporate in-kind donation programs.

**Impact:** Grew *WaMoola for Schools* program to **\$10M+ in donations** to K–12 schools nationwide.

### International Promotions Manager | Wizards of the Coast | 2000–2001

Managed global promotions for *Pokémon* and *Magic: The Gathering* across 6,000 retail locations. Executed co-marketing campaigns with Nintendo, Warner Bros., Marvel, Target, and Walmart.

**Impact:** Engaged **90,000+ customers in 18 countries**, contributing to a **25% customer base increase**

## EDUCATION & CREDENTIALS

MBA, Marketing — City University of Seattle (Dean's Honors)

BA, Communications & Advertising — University of Washington (Cum Laude)

Certified Meeting Professional (CMP)

**Professional Development & Tools:** Strategic Project Design • Agile (Scrum.org) • Salesforce • Google Analytics • Wrike • Jira • Monday • Event Platforms • AI-assisted marketing tools