
BILL CARNEY

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Profile

Growth and revenue marketing executive with 20+ years building full-funnel demand engines for B2B SaaS and data/AI services. Known for translating complex offerings into clear messaging, scalable growth programs, and measurable pipeline/booking outcomes—without relying on massive spend.

Impact Snapshot

- Built global GTM enablement + productivity system: 40% faster AE ramp and 30% higher pipeline productivity.
- Built the growth engine from pre-revenue, supporting scale to ~\$50M ARR.
- Drove growth through segmentation + SEO + UX + personalization: +20% YoY new users and +30% session duration, improving marketing-sourced pipeline.
- Led global growth marketing programs contributing 42% of pipeline and 31% of bookings in a 400+ seller org.
- CEO turnaround: grew revenue to \$11M, moved profitability to 15% EBITDA, increased utilization to 96% in under 12 months.

Core Capabilities

Pipeline & Revenue Marketing • Demand Generation / ABM • Full-Funnel Lifecycle • Positioning & Messaging (Technical Products) • Growth Analytics & Attribution • Marketing Ops & GTM Dashboards • ICP/Segmentation • Content Systems at Scale • Sales Alignment, Enablement, & Execution • AI-Enabled Marketing

Relevant Experience

ProCogia — Chief Executive Officer (Data / AI Services) | 2023–2025

- Led company-wide turnaround: \$11M revenue, profitability to 15% EBITDA, utilization to 96% in under 12 months.
- Implemented KPI/OKR operating rhythm and accountability systems to improve execution, delivery performance, and GTM consistency.
- Embedded generative/agent AI into content + enablement workflows; launched AI-focused GTM securing 4 Fortune-level pilots in 12 months.

MDO (rebranded Otelier) — Chief Marketing Officer (SaaS) | 2022–2023

- Rebranded and repositioned SaaS analytics platform; built content + ABM frameworks supporting \$12M → \$19M growth and enabling three strategic acquisitions.
- Partnered with CRO to institutionalize pipeline forecasting, capacity modeling, and RevOps dashboards.

Software AG — VP, Growth Marketing | 2020–2022

- Directed global growth marketing + GTM programs with a team of 30 for 400+ sellers; drove 42% of pipeline and 31% of bookings through reporting + learning systems.
- Built an agile RevOps framework and led global teams across SaaS and services, partnering with the CRO and RevOps to govern pipeline through CRM hygiene, dashboarding, and KPI-driven campaign execution.
- Delivered 3.5x coverage of marketing-sourced opportunities through digital 'Helix' transformation program against a target of 2.

Monocl (acquired by Definitive Healthcare) — VP, Marketing | 2019–2020

- Built first structured enablement hub (playbooks, training, onboarding), cutting ramp time by 50%.
- Achieved 63% marketing-sourced pipeline coverage (3.5x target) and 41% target account penetration through automation and analytics.

RStudio (rebranded Posit) — Director, Marketing | 2014–2019

- Joined and built the growth marketing engine, supporting RStudio's scale to ~\$50M ARR.
- Built data-driven inbound/digital growth engine supporting user growth from 2.45M → 6.18M visitors.
- Partnered with Product + Sales to refine positioning and launch motions for technical buyers.

Other Experience

Director, Marketing — Spotfire (acquired by Tibco) | 2012 – 2013

Brought in to build demand generation for the Spotfire business unit and turn around underperforming marketing that was limiting growth.

Vice President, Marketing — Visiblegains | 2011 – 2012

Led inbound and thought leadership programs, focused on converting product trials into revenue.

Vice President, Marketing — Veracode (acquired by CA) | 2009 – 2011

Hired to build a scalable, data-driven marketing engine—strengthening positioning and messaging and driving measurable pipeline results.

Education

B.S., Northeastern University

Projects

Built and launched a portfolio of SaaS and AI products across marketing, workflow automation, digital staffing, recruiting, education, and financial information services - <https://carney.wiki/projects/>
