Christopher Lumby

HEAD OF MARKETING • GTM & GROWTH LEADER

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PROFESSIONAL SUMMARY

Marketing executive with 15+ years driving go-to-market, product marketing, and brand positioning, turning insights into growth for B2B technology companies. Experienced in building scalable marketing systems spanning segmentation, positioning, pricing, and operational rigor. Trusted partner to CEOs, Sales, Product, and Finance across SaaS, data, healthcare, and emerging technologies.

AREAS OF EXPERTISE

PROFESSIONAL SKILLS Strategic Product Marketing & Positioning | Brand Storytelling | GTM Planning & Execution | Data/AI-Fluent Growth | Funnel Optimization & Conversion Strategies | SEO • AEO | Market Segmentation & ICP Development | Marketing Tech Stack Evaluation & Vendor Selection | Budget Planning & Marketing Ops | Analyst Relations | Market Research & Buyer Insights

TECHNICAL SKILLS Generative AI (ChatGPT, Claude, AI Agents) | CRM Systems (HubSpot, Salesforce, D365) | Office Suites (Microsoft, Google) | Project Management (Asana, Monday) | Adobe Creative Suite (Illustrator, Photoshop, Firefly)

PROFESSIONAL EXPERIENCE

Marketing Strategy Consultant, Dynata | Westport, CT Oct 2023 – Aug 2026
Senior advisor supporting enterprise growth, monetization, and marketing operations.

- Identified and prioritized expansion, retention, and revenue acceleration opportunities across enterprise accounts, contributing to double-digit growth in B2B and Audience Activation revenue.
- Designed and implemented a product marketing function and framework leading to the hiring of two PMMs.
- Introduced the company's first Marketing OKR framework, aligning strategy, execution, and measurement.
- Built a scalable, multi-million-dollar marketing budget model tied to pipeline impact and revenue outcomes.
- Developed customer segmentation and messaging architecture spanning 4 core markets and 10 buyer profiles.
- Led pricing and packaging initiatives across primary and secondary offerings to improve monetization and clarity.
- Program-managed major product and capability launches, including Dynata+, Audience Activation, B2B, Quality Data, Data Visualization, and Managed Services.
- Created and pitched a blueprint for a formal strategic account expansion program benefiting the corporate segment.

Vice President, Enterprise Solutions, Horizen Labs | Austin, TX Feb 2022 – Oct 2023
Owned marketing and enterprise go-to-market strategy for blockchain infrastructure and services.

- Led integrated marketing and sales strategy to establish market presence in a rapidly emerging category.
- Explored dozens of use cases for blockchain at the enterprise level, including supply chain and logistics, digital twins, higher education, gaming, and others.
- Created the company's first formal marketing budget and operating plan, aligning spend to growth priorities.
- Introduced and operationalized OKRs from executive leadership through functional teams.
- Built and managed a cross-functional marketing and sales organization supporting enterprise acquisition.
- Established strategic partnerships, including Gartner, to accelerate credibility and category education.
- Implemented foundational CRM, sales intelligence, and content creation to scale pipeline generation.

Vice President, Marketing, TigerConnect | Santa Monica, CA Jan 2014 – Jan 2022
Led marketing through a multi-year growth and scale phase in healthcare SaaS.

- Co-led a full marketing transformation, scaling the team from 4 to 15 FTEs and supporting 5× revenue growth.

- Built a formal PMM department and implemented a data-driven customer segmentation and forecasting model to improve targeting and planning.
- Directed a comprehensive brand and visual identity overhaul across product, web, and communications.
- Recovered and delivered a high-impact website redesign, improving performance, relevance, and conversion.
- Owned product marketing, brand, content, PR, events, and analyst relations.
- Led pricing strategy evolution, win/loss analysis, and competitive positioning across product lines.
- Managed analyst relationships with Gartner and KLAS, contributing to category leadership positioning.

Director of Product Marketing, Salesforce | San Francisco, CA Apr 2008 – May 2013
Product marketing leader during Salesforce's high-growth expansion.

- Led mobile go-to-market strategy, supporting major launches and driving millions of app downloads.
- Co-led analyst relations with Gartner, Forrester, and IDC to shape enterprise market perception.
- Developed sales enablement programs and tools used by 4,000+ global sales reps.
- Partnered with Apple to launch the first enterprise application on the App Store, setting an industry precedent.

Earlier Roles
VP, Marketing — Teleflip
Director, Marketing Communications — Amp'd Mobile

EDUCATION

Bachelor of Arts, Economics, University of Washington, Seattle, WA

CERTIFICATIONS

Udemy Claude Masterclass, The Complete Claude Code & Claude Cowork Masterclass [2026]
Certificate ID: UC-1f090593-623f-4264-9865-05dccf19b487
Pragmatic Marketing, Product Marketing