

DOUGLAS M. PATTEN

International Marketing Executive for Growth-Oriented Technology Companies

Boston, MA (Open to international opportunities) | +1 978.495.6169 | dmp@dmpattenonline.com | dmpattenonline.com



PROFESSIONAL SUMMARY

Strategic marketing executive with more than 15 years of experience developing highly skilled marketing teams to launch and scale global B2B and B2C technology brands. Skilled storyteller with the ability to translate complex technical information into targeted marketing content and align messaging with consumer behavior and key demographics across international markets. Thrives in cultures of collaboration and continuous improvement with a drive for expanding cutting-edge technology into new markets to drive significant revenue growth and maximize profitability for small to mid-sized businesses.

EXPERTISE

Industry Expertise:

- Blockchain
- FinTech
- Cryptocurrency
- AI/Machine Learning
- DeFi
- SaaS

Core Expertise:

- Global Marketing Strategy
- Technology Sales
- Revenue Generation
- Market Expansion
- Business Growth
- Digital Marketing
- Demand & Lead Generation
- Product Messaging
- SEO
- Market Research
- Data Analytics
- New Product Launch

Technical Proficiencies:

- Wordpress
- Adobe Creative Suite
- Final Cut Pro
- Motion
- HubSpot
- Marketo
- Salesforce

Languages:

- English, German, French

PROFESSIONAL EXPERIENCE

Viveel, Co-Founder & CMO

Lisbon, Portugal • 06/2022 - 06/2023

Co-Founder and CMO of a secure-by-design, no-code, AI-assisted smart contract creation platform enabling even those without a technical background to quickly and easily create smart contracts in minutes, not months.

- Responsible for all aspects of the marketing, sales, and communications functions.
- Created a highly effective go-to-market strategy enabling extensive brand awareness for sign-ups and early market adoption amongst existing target demographics.

NEEECO, VP of Marketing

Boston, MA • 11/2020 - 12/2021

Charged with designing and leading the organization's marketing strategy to accelerate business growth and elevate brand awareness. Delivered a 50% increase in revenue in just 8 months; on track to achieve a goal of a 75% increase in annual revenue.

- Advise the executive team on strategic growth strategies and align marketing initiatives with long-term business goals.
- Manage an external PR agency to gain visibility and communicate the brand's message to key demographics through traditional and digital media.
- Direct a team of digital marketers, content writers, and SEO specialists to assign workflows and allocate resources to high-priority activities.
- Improved lead generation and conversion rates by expanding and guiding a team of outside marketers to secure and qualify high-quality leads.

Scrivito, Head of Global Marketing

Berlin, Germany • 12/2016 - 12/2018

Curated a strategic vision and designed an international marketing plan to turn around an underperforming product launch for the SaaS company, bringing an enterprise-class web content management system (CMS) to key markets including cryptocurrency.

- Tripled total revenue and secured \$500K in annual recurring revenue (ARR) within 1 quarter of launch.
- Reimagined product messaging and retargeted B2B outreach efforts to drive market expansion and product adoption.
- Coached a 14-person marketing team to position 3 SaaS/eCommerce product lines.
- Led international market expansion into the U.S., translating complex technology into clear messaging and aligning product value with U.S.-based business priorities.
- Leveraged professional employment organizations (PEOs) to expand efforts on a global scale and gain access to skilled workforces in several countries.

PowerDMS, Senior Demand Generation Strategist

Orlando, FL • 03/2015 - 04/2016

Built a full-scale demand generation strategy to position the innovative policy management software as a market leader and drive high-quality leads into the business.

- Delivered a 50% increase in new business in 2015, accelerating revenue from \$8M to \$20M in revenue.
- Led talent acquisition to develop a high-performing lead generation and marketing team, expanding from 3 to 9 full-time employees to achieve sustainable growth.

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PROFESSIONAL EXPERIENCE *(continued)*

KnowledgeVision, Director of Content Marketing

Boston, MA • 04/2013 - 10/2014

Led a team of 5 content, social, and email marketing strategists to expand operations from the U.S. to the EU and Latin America.

- Scaled the business from \$1M in ARR to \$8M and increased the average deal size by 300% (\$150K)
- Conducted SEO research to identify search terms and boost visibility in international markets

KEY CONSULTING EXPERIENCE

peekd, Head of Benchmark Marketing

Berlin, Germany • 12/2021 - 05/2022

Acting Head of Benchmark Marketing for a European Big Data company focused of deep extraction on consumer insights for better forecasting and competitive intelligence across a wide variety of industry verticals.

- Managed all marketing functions for this business unit until a permanent staff appointment could be made.

Sensorberg, Contract CMO

New York, NY & Berlin, Germany • 08/2019 - 03/2020

Served as an external consultant to advise the executive team of a blockchain-based smart spaces solution.

- Designed and deployed a growth-oriented marketing strategy including SEO, social media, business development, and sales efforts.
- Expanded footprint into the U.S. market, transforming all product messaging to target the U.S. consumer.

Authenteq, Contract CMO

New York, NY & Berlin, Germany • 12/2018 - 07/2019

Partnered with the executive team for the EU-based blockchain Know Your Customer (KYC) app to identify business priorities and design key marketing strategies in support of business growth.

- Secured relationships with global PEOs to find and leverage international talent.

ENTREPRENEURIAL EXPERIENCE

Mobile Health Metrics, Principal Co-Founder

Boston, MA & Berlin, Germany • 04/2020 - Present

Founded the first blockchain-based Health Status ID App to serve as the most reliable and secure mobile health data repository on the market. Partnered with a highly trained developer and technology expert to design a real-world solution for a safe, secure mobile health passport.

- Lead a global team in Boston and Berlin to execute market penetration strategies, define KPIs, and conduct product road-mapping.
- Engage with the press and media outlets to expand brand awareness and generate product interest.

DM Patten Consulting, US & EU, Principal Marketing & Business Strategist

01/2001 - 04/2016

Founded and ran a global technology marketing consulting firm to guide small to mid-sized business in scaling revenue generation, sales, and business development through digital marketing.

EDUCATION & DEVELOPMENT

University of Massachusetts at Lowell, B.A., Liberal Arts, Journalism & Marketing

University of Massachusetts at Lowell, Multimedia Design Certificate