

ADAM PIERCE

DEMAND GENERATION | INTEGRATED CAMPAIGNS | B2B AND B2G

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SUMMARY

Demand generation and campaign leader driving integrated marketing across 12 SaaS brands, with experience serving B2B, B2C, and government audiences. Combines ABM, funnel-specific content, and email optimization with AI-assisted research, narrative development, and custom campaign analytics to support lead generation and pipeline acceleration. Partners with Marketing, Sales, Product, and Development to deliver coordinated campaigns and translate SaaS, M2M, and IoT capabilities into clear value for varied technical audiences.

CORE EXPERTISE

Integrated campaign management | Demand generation | Account-based marketing | Pipeline acceleration | Funnel optimization | Email & marketing automation | Content & social media | SEO & paid search | Campaign analytics & attribution | AI-assisted research & tool development

EXPERIENCE

Marketing Manager II - Lead | Inhabit

Knoxville, TN | June 2025-Present

- Grew MQLs **73%** year over year, from **2,303 to 3,987**, across a 12-brand B2B proptech portfolio serving multifamily, measured through Salesforce campaign attribution; lead integrated demand generation, ABM, and sales enablement with Product, Sales, and Development.
- Built webinars into the top demand channel: webinar MQLs grew **8x**, opportunities increased from **24 to 88**, and webinar-sourced revenue grew from **\$88K to \$431K**. Led a Texas SB 38 compliance webinar program generating **2,000+ unique MQLs** across live and post-webinar on-demand campaigns.
- Grew demo and pricing request opportunities **161%** and wins from **53 to 201** by optimizing high-intent web conversion paths; launched the first paid LinkedIn lead generation campaign at a cost per lead **25% below benchmark**.
- Built Salesforce MQL pipeline and SLA dashboards tracking MQL-to-SAL-to-opportunity-to-won; surfaced a follow-up gap and aligned Sales and Marketing on lead handling. Built a pipeline acceleration tool to flag accounts needing support to advance.
- Scaled demand for underpenetrated brands, including **15x** MQL growth for Anyone Home and **250%+** growth for Western Reporting and Nationwide Compliant.
- Created **96 content assets** in Q1 2026, including ebooks, webinars, checklists, calculators, and landing pages supporting full-funnel nurture; coordinate social, web, email, organic search, and paid search execution.
- Built campaign planning and automated Asana workflows, increasing delivery from 3-4 to **13-15 campaigns per quarter**; raised email open rates from **13% to 28%** through coaching, Marketo segmentation, contact-data improvements, and A/B testing.
- Use Claude to build Salesforce- and Marketo-connected campaign analytics and attribution tools; built social tools supporting 12 brands and project management tools integrated with Asana. Use AI to review UTM tracking, accessibility and ADA considerations, marketing effectiveness, and analytics.

Senior Product Marketing Manager | Enumerate

Knoxville, TN | March 2022-May 2025

- Led product marketing, positioning, and go-to-market execution for quarterly SaaS releases and launches of Engage, Payments, accounts receivable, and accounts payable; partnered with Product, Sales, Development, and Customer Success.
- Developed internal sales enablement and external SaaS marketing materials for audiences with varied technical expertise; built release-specific SharePoint hubs with training videos, pitch decks, talk tracks, outreach templates, discovery questions, objection handling, and customer collateral.
- Guided the company rebrand across its website, marketing assets, ideal customer profiles, and value propositions; aligned launch campaigns and sales enablement with Product, Sales, and Customer Success.

ADAM PIERCE

EXPERIENCE CONTINUED

Senior Product Marketing Manager | Enumerate continued

- Established a Voice of the Customer program using interviews, councils, in-app surveys, quarterly NPS surveys, and commissioned research to refine the ideal customer profile and sales strategy.
- Used customer insights to inform product priorities and competitive differentiation; translated feedback into roadmap input, including a delivered custom financial reporting tool.
- Reviewed pipeline weekly, HubSpot demo requests, MQL-to-sales-accepted lead conversion, and Userpilot adoption to adjust strategy; used industry and economic research to estimate addressable market and prioritize segments.
- Hosted 2-3 webinars per month for customers and prospects; developed content for different funnel stages, including email, case studies, blogs, and advertising, plus in-app messaging supporting adoption and expansion.

Owner & Operator | A Pierce of Cake

October 2018-February 2022 full-time

- Owned a specialty baking business, managing marketing, finance, and operations; continued serving private clients as a side business after returning to full-time SaaS employment.

U.S. Cellular | Chicago, IL | October 1999-August 2018

Senior Product Marketing Manager | January 2015-August 2018

- Directed marketing and promotional strategy for an accessories business generating **\$250M+** in annual revenue.
- Improved portfolio profitability, measured by operating cash flow, from **41% to 55%** over two years through portfolio optimization, performance analytics, and vendor management.
- Managed digital, broadcast, direct mail, retail, and sponsored-event campaigns; aligned pricing, promotions, and lifecycle marketing with revenue goals alongside product managers, demand planners, vendors, and agencies.

Product Marketing Manager II | January 2013-January 2015

- Launched the IoT and machine-to-machine portfolio for SMB and enterprise customers; developed positioning, ideal customer profiles, value propositions, sales training, and internal and external marketing materials tailored to technical and business audiences.

Customer Value Proposition Manager II | January 2011-January 2013

- Developed B2B pricing portfolios and B2C acquisition and retention offers, using performance analytics and competitive pricing research to guide strategy.

Senior Marketing Database and Modeling Analyst | January 2009-January 2011

- Served as one of three project leads for an enterprise data warehouse, CRM, and BI initiative; owned marketing and finance requirements and contributed to database design, SQL, and ETL development.
- Built IBM Cognos reports and trained departments on standard and advanced reporting, supporting rollout across corporate, IT, and five regional offices.

Earlier experience: Senior Financial Analyst | 1999-2009 | SMB, mid-market, enterprise, and government segments.

EDUCATION

BS, Business Administration & Marketing | Strayer University - Awarded Marketing Graduate of the Year
AAS, E-commerce and Marketing | Mississippi State

TOOLS AND RECOGNITION

Marketing & CRM: Marketo, HubSpot, Salesforce, Outreach, GA4, Semrush, Asana
Analytics: SQL, Power BI, Tableau, Sigma, IBM Cognos
AI: ChatGPT Pro for research and narrative development; Claude Pro and Claude coding tools for tool development; Microsoft Copilot; Gemini
Content & Web: Adobe Creative Cloud, Canva, WordPress | Engagement: Userpilot, SharePoint
Team Leadership Award 2024 | Core Value Leadership Award 2023 and 2024