

JOE MARTINIELLO

Global Marketing & Growth Executive

Enterprise Technology | GTM Transformation | Commercial Growth

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EXECUTIVE PROFILE

Joe Martiniello is a global marketing and growth executive who helps complex technology companies make growth more understandable, measurable, and executable. Over more than 25 years, he has worked at the intersection of customers, technology, sales, marketing, and business operations. His career began in website implementation, client relationships, and sales engineering, then expanded through customer programs, field and partner marketing, global campaigns, analytics, digital, demand generation, marketing operations, and enterprise leadership at IBM and OpenText.

That progression explains the executive he became. Joe first learned how customers understand and adopt technology. He then learned how sellers, partners, regions, and business units bring it to market. At IBM, he advanced from individual-contributor roles in Rational Software to worldwide marketing and people leadership across analytics, customer engagement, supply chain, commerce, and AI Applications. At OpenText, his mandate grew from global demand generation to an integrated organization spanning campaigns, field and partner marketing, web, analytics, lifecycle, martech, and marketing operations across a \$5B enterprise software portfolio.

Joe is most effective when a company has strong technology and real market potential but needs clearer priorities, a more connected growth model, stronger cross-functional alignment, or better visibility into performance. He builds the operating systems behind growth: the planning, measures, executive reviews, and leadership rhythms that help Marketing, Sales, Finance, Product, Customer Success, partners, and business units act from a common view. His style is practical and direct. He develops leaders, works alongside teams, and turns strategy into decisions and actions people can execute.

EXECUTIVE STRENGTHS

- **Technology Translator:** Makes complex enterprise software, data, analytics, AI, commerce, supply-chain, and workflow capabilities relevant to customers, sellers, and markets.
- **Growth-System Builder:** Connects demand, digital, field, partner, lifecycle, analytics, and operations to a shared commercial model.
- **Marketing Transformation Leader:** Redesigns organizations, planning systems, reporting, and execution during acquisition, portfolio change, and shifts in go-to-market strategy.
- **People Developer:** Builds capable global teams by giving leaders context, ownership, coaching, trust, and clear accountability.

SELECTED EXECUTIVE IMPACT

- At OpenText, marketing reached 42% of company pipeline against a 37% target, producing approximately \$908M in a single quarter at 112% of plan and 32% year-over-year growth.
- A CFO-validated attribution model measured marketing at approximately \$111 in pipeline and \$10.70 in revenue for every dollar invested.
- Joe expanded leadership scope from an initial OpenText organization of approximately 20 to roughly 200 employees and contractors across demand, campaigns, field and partner marketing, web, analytics, lifecycle, martech, and operations.
- Joe combined and redesigned the OpenText-Micro Focus demand organization around a shared growth model, improving pipeline creation approximately 25% following integration and operating-model changes.
- IBM programs ranged from rapid product adoption to enterprise revenue: Watson Analytics reached 35,500 users in three months against a 10,000-user goal, while supply-chain and collaboration programs delivered \$31.7M in marketing-sourced wins.

EXECUTIVE EXPERTISE

Growth & GTM Transformation	Technology & Market Translation	Operating Leadership
Enterprise Growth Strategy	Enterprise Software	Marketing Operations
Demand Generation & ABM	Data, Analytics & AI	Executive Partnership
Pipeline & ROI Governance	Supply Chain & Commerce	Integration Leadership
Field, Partner & Digital	Customer Engagement	Global Team Leadership

CAREER NARRATIVE

Joe's career developed through four connected stages. FairMarket established his customer, commerce, and technical foundation. IBM Rational Software taught him how highly technical products move through customers, partners, regions, events, and worldwide campaigns. IBM Analytics, Watson Customer Engagement, Sterling, and AI Applications expanded that foundation into people leadership, portfolio transformation, measurable demand, and executive operating discipline. OpenText brought those capabilities together at enterprise scale through acquisition integration, organizational growth, and a more accountable commercial model.

Across those stages, the work remained consistent even as the scope changed: understand the customer and business problem, translate technical value into market action, create a system people can operate, and make the result visible enough for leaders to decide what to do next.

OpenText2021–2025

OpenText is a global enterprise software company spanning content, digital experience, business networks, IT operations, cybersecurity, DevOps, analytics, and information governance. Joe joined in 2021 to lead demand generation. The initial remit was focused, and Joe took on broader responsibilities as the company needed a more connected way to plan, execute, measure, and explain growth across a complex portfolio.

OPENTEXT HIGHLIGHTS

- The mandate expanded from global campaigns, digital, sales enablement, and demand generation into field and partner marketing, lifecycle, web, analytics, martech, marketing operations, executive reporting, and commercial planning.
- Advancement to Vice President in 2022 and Senior Vice President in 2024 reflected increasing organizational scale, commercial accountability, and executive visibility.
- The 2023 Micro Focus acquisition created overlapping teams, data, portfolio priorities, and operating approaches; Joe combined and redesigned the demand organizations while preserving business-unit and market needs.
- A recurring management system gave the CEO, executive leadership team, and business units a common view of pipeline health, source mix, conversion, forecast, ROI, SDR performance, investment, and actions.

Senior Vice President, Demand Generation & Marketing Operations2024–2025

- Consolidated web, marketing technology, analytics, digital experience, and enterprise security marketing into one global organization of approximately 200 employees and contractors, including 10 direct reports.
- Set the FY26 plan at \$3.3B in marketing-created pipeline, up 28%, within an \$8.7B company pipeline target while supporting a broad portfolio of enterprise software businesses.
- Connected investment, source mix, pipeline creation, conversion, forecasting, ROI, SDR performance, and business-unit results through recurring executive reviews that improved commercial visibility and decision quality.
- Commercialized executive customer programming through premium sponsorship packages linked to top-account engagement, securing more than \$350,000 from SAP, Syniti, and AWS.

Vice President, Demand Generation & Marketing Operations

2022-2024

- Built Beacon, the executive performance system that brought planning, investment allocation, attribution, source performance, conversion, and forecasting into one shared view for the CEO and executive team.
- Led a 68-vendor, \$8.1M martech estate and created common reporting and performance disciplines across a complex portfolio of business units and routes to market.
- Combined OpenText and Micro Focus demand teams following the acquisition, redesigning planning and execution around a common growth framework while protecting market-specific requirements.
- Rebuilt qualification and lead-management practices with Sales as cycle time improved across three business units on \$6.93B in open pipeline: Business Networks from 491 to 317 days, LegalTech from 123 to 61, and cybersecurity from 170 to 94.
- Shifted digital programs toward organic and search-first discovery, increasing content traffic 192% and analytics page views 75.6% year over year.

Vice President, Demand Generation

2021-2022

- Led global campaigns, digital marketing, sales enablement, and demand generation across a complex enterprise software portfolio.
- Added field and partner marketing within the first year, doubling the organization to approximately 40, before marketing operations moved into the remit in early 2022.
- Aligned Sales, Product, Finance, Customer Success, Product Marketing, and business-unit leaders around program priorities, pipeline expectations, and executive visibility.

IBM

2001-2021

IBM gave Joe a 20-year progression through customer, partner, field, campaign, analytics, demand, and people-leadership roles in highly matrixed worldwide software businesses. The portfolio evolved from Rational Software through Business Analytics, Analytics Solutions, Watson Financial Services, Watson Customer Engagement, Sterling, and AI Applications. The business names changed, but the work retained a clear throughline: turn complex technology into customer understanding, seller readiness, measurable engagement, pipeline, and commercial results.

IBM HIGHLIGHTS

- Joe's first decade built customer, partner, field, event, and worldwide demand experience in Rational Software; team leadership began in IBM Business Analytics and expanded into formal people-management responsibility, including 13 direct reports across four countries.
- Portfolio scope broadened across enterprise software, AI, analytics, planning, financial risk, customer experience, supply chain, B2B integration, order management, commerce, asset management, facilities, and weather.
- With each transition, Joe built repeatable campaign, partner, event, audience, lead-management, and executive-review systems connecting worldwide priorities to regional execution and measurable outcomes.

Director, Campaign Management, IBM AI Applications

Mar 2020-Jun 2021

- Directed campaign and lead-management strategy across IBM Sterling, Maximo, TRIRIGA, The Weather Company, supply chain, B2B integration, asset management, and facilities solutions.
- Designed an ABM framework spanning 6,005 global accounts, establishing common qualification, progression, forecast, and revenue expectations across transactional and SaaS pipeline tracks.
- Established portfolio reviews that converted campaign performance, lead quality, Sales progression, and forecasts into executive action; priority-offering pipeline grew 142% to \$185.3M.
- Partnered with marketing, sales, product, technical, and regional leaders to support the transition into IBM AI Applications and preserve commercial focus through portfolio change.

Director, Demand Generation & Performance Marketing, IBM Watson Customer Engagement & IBM Sterling Jul 2018–Mar 2020

- Led worldwide demand generation and performance marketing for a \$1.4B supply-chain, order-management, commerce, and B2B-integration business; marketing-generated revenue grew 26%.
- Delivered \$18.9M in Watson Supply Chain and \$12.8M in B2B Collaboration marketing-sourced wins, representing 39% and 54% marketing contribution.
- Equipped a sales force that had expanded fourfold, increasing lead flow 65% in two quarters against a 2x target and connecting campaign, seller-readiness, field, partner, web, event, and analytics programs.
- Supported IBM's decision to reintroduce Sterling as a standalone market identity through integrated GTM activation; homepage traffic rose 102% in launch week and social reach reached 1.5M.

Senior Program Director, Campaigns, Web, and Events, IBM Watson Customer Engagement Mar 2017–Jun 2018

- Integrated 16 campaign professionals across three businesses into one operating model, reducing cost per opportunity 9% while improving planning and performance visibility.
- Connected marketing automation, behavioral analytics, personalization, digital experience, and campaign orchestration to customer engagement and demand programs.

Program Director, Campaign Manager & Events, IBM Analytics Solutions & Watson Financial Services Jul 2014–Feb 2017

- Managed global campaigns and executive events across planning, forecasting, business intelligence, self-service analytics, and financial-services solutions in more than 50 countries.
- Produced 96.1K visits, 809 trials, 688 validated leads, \$53.3M in validated lead revenue, and \$4.4M in win revenue through Planning Analytics trial-led demand.
- Orchestrated the Watson Analytics trial-led launch across digital media, web, nurture, events, analyst relations, and sales and partner enablement, reaching 35,500 users in three months at 80% activation.
- Piloted an agile marketing model that reduced paid keywords 94%, shifted investment toward biddable media, and achieved 160% of its revenue target, earning IBM's Q2 2016 Growth and Transformation Award.

Team Lead, Campaign Management, IBM Business Analytics Jul 2012–Jul 2014

- Provided team leadership for worldwide campaign management, analytics, digital programs, and regional execution across analytics and planning portfolios.
- Built repeatable program structures and reporting that helped regional teams connect audience development, campaign activity, lead quality, and sales follow-up.
- Advanced financial-services market education under the Smarter Risk umbrella for banking, financial-markets, and insurance audiences navigating Basel III and Solvency II; the Smarter Risk Summit achieved its \$2M validated-lead-revenue objective.

Worldwide Marketing Manager, Demand Generation, IBM Rational Software Oct 2009–Jul 2012

- Drove worldwide demand programs across software-lifecycle, application-development, embedded-systems, and application-security audiences; regional programs generated \$52M and \$42M in pipeline, while Australian execution increased leads 64% and revenue 48%.

Worldwide Marketing Manager, Business Partner Enablement, IBM Rational Software Nov 2005–Oct 2009

- Redesigned the worldwide partner conference, increasing channel attendance 61% at 96.3% satisfaction while building a repeatable Business Partner Cafe sponsorship model later adopted by other business units.

Worldwide Associate Marketing Manager, Customer Relations, IBM Rational Software Sep 2003–Nov 2005

- Expanded Rational User Group participation 900% through stronger regional support, customer engagement, repeatable community practices, advisory activity, and conference programs.

Worldwide Associate Marketing Manager, Field Relations & Events, Rational Software / IBM Oct 2001–Sep 2003

- Built early field-marketing infrastructure across hotline support, Rational Conference programs, seller-training resources, technical-software events, and regional execution.

FairMarket

1999–2001

FairMarket built hosted enterprise marketplace and auction technology using dynamic pricing, branded e-commerce, and marketplace-network models. The experience gave Joe his first direct view of how technical implementation, customer needs, sales conversations, and commercial value fit together.

Sales Engineer

2001

- Demonstrated dynamic-pricing and auction capabilities to prospective customers, reviewed proposals, and helped shape configurations for e-commerce and e-business use cases.

Site Implementation Manager → Senior Site Implementation Manager

1999–2001

- Implemented enterprise auction and commerce sites, managed client relationships, translated requirements for product and engineering teams, and built prototype experiences for customer and sales meetings.

ADVISORY & COMMUNITY LEADERSHIP

6sense

2024–2025

Executive Customer Advisory Board Member

2024–2025

- Advised product leadership on account-based forecasting, roadmap priorities, enterprise adoption, and executive use cases from the perspective of a global marketing operator.
- American Cancer Society: Founder and Event Chair, Relay For Life of Wilmington, 2008–2021; helped raise more than \$1M over 10 years.
- We're One Wilmington: Vice President, 2013–2019.
- Wilmington High School Track & Field: Sprinting Coach, 2003–2009 and 2026–present.
- National Multiple Sclerosis Society: Bike Safety Crew Volunteer, 2021–present.

EDUCATION & CAMPUS LEADERSHIP

Bachelor of Science in Marketing, Minor in Computer Science | Bentley University, Waltham, MA

Co-Founder and President, Student Athletic Advisory Council | Co-Founder, Bentley Leadership Council | Member, American Marketing Association | Track & Field Captain, Most Valuable Player, and Coach's Award | Bentley College
Unsung Hero Award

LEADERSHIP PHILOSOPHY

- Create clarity in complexity: identify the few priorities, measures, and decisions that allow teams to move.
- Build trust and develop people: give leaders context, ownership, coaching, and the confidence to make decisions.
- Connect strategy to execution: turn business priorities into plans, operating cadence, programs, and measurable progress.
- Bring teams together across functions: align Sales, Product, technical teams, Finance, Customer Success, partners, and executives around shared outcomes.

LEADERSHIP REPUTATION

Across IBM and OpenText, colleagues consistently describe Joe as a leader who brings people together, creates clarity in complex environments, and combines strategic thinking with practical execution. They highlight his ability to understand different perspectives, develop people, align teams around shared priorities, and work alongside others to solve challenging problems.

CURRENT AI EXPLORATION

Since leaving OpenText, Joe has been building independent AI-assisted workflows that connect evidence, business context, decision points, content development, and human review. This work deepened his experience with AI-assisted architecture, workflow design, governance, and practical adoption while reconnecting with his developer mindset. These are

independent working builds rather than enterprise client deployments; they complement, rather than replace, his corporate experience in demand generation, digital, analytics, marketing operations, and transformation.

WHERE JOE CREATES THE MOST VALUE

- Senior marketing leadership roles where growth, demand, digital, marketing operations, organizational scale, and executive accountability are central.
- Technology companies that need to translate complex capabilities into clearer customer value, stronger market engagement, and measurable commercial performance.
- Organizations integrating an acquisition, redesigning a fragmented go-to-market model, launching or relaunching a portfolio, or building greater visibility into marketing's contribution.
- Global and highly matrixed environments where Marketing, Sales, Product, Finance, Customer Success, partners, and business units must operate from shared priorities.
- Leadership teams seeking an executive who combines enterprise scale and technical fluency with a practical builder mindset and a strong record of developing people through change.

SELECTED EXECUTIVE STORIES

OpenText Growth Transformation

Joe's mandate expanded as OpenText needed a more connected commercial model. Demand generation grew to include field, partner, lifecycle, analytics, web, martech, and operations. Beacon gave leaders a common performance view, while recurring reviews linked investment, source performance, conversion, forecasting, and business-unit priorities. Marketing contributed 42% of company pipeline, including approximately \$908M in one quarter.

Micro Focus Integration

The acquisition created overlapping organizations, portfolios, data, and planning approaches. Joe combined and redesigned the demand teams around shared reporting, commercial priorities, and executive visibility while preserving the distinct needs of businesses and markets. Pipeline creation improved approximately 25% following the integration and operating-model changes.

IBM Sterling Relaunch

IBM had acquired Sterling Commerce, absorbed its offerings into a broader portfolio, and retired the standalone brand. After later divestitures, IBM chose to reintroduce Sterling as the primary identity for the remaining supply-chain, commerce, and B2B-integration capabilities. Joe led the integrated GTM activation across seller readiness, web, campaigns, events, field, partners, and targeted competitive demand.

Watson Analytics Adoption

A new analytics experience needed rapid user adoption, not only awareness. Joe connected digital acquisition, trial, activation, measurement, and follow-up into one motion. The program reached 35,500 users in three months against a 10,000-user goal and achieved 80% activation versus a 30% industry standard.

Building Leaders Through Complexity

Across IBM and OpenText, Joe inherited capable specialists working across regions, business units, agencies, and functions. His approach was to create shared context and measures, give leaders real ownership, and stay close enough to remove obstacles. At OpenText, that leadership system supported an organization of approximately 200 employees and contractors through acquisition, redesign, and continued pipeline delivery.