

JOE MARTINIELLO

Global Marketing & Growth Executive

Enterprise Technology | GTM Transformation | Commercial Growth

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EXECUTIVE PROFILE

Global marketing and growth executive with 25+ years helping enterprise technology companies turn complex products into market adoption, measurable demand, and scalable commercial performance. Built marketing organizations, go-to-market operating models, and accountability systems across IBM and OpenText. Experience spans enterprise software, AI, analytics, supply chain, commerce, digital experience, cybersecurity, and information management. Sets growth strategy, develops leaders, and aligns Marketing, Sales, Finance, Product, and executive leadership around customer priorities, pipeline, and measurable business outcomes.

EXECUTIVE IMPACT

- Grew marketing's contribution to 42% of company pipeline against a 37% target, producing \$908M in a single quarter at 112% of plan and 32% growth.
- Built a single attribution model, validated by the CFO, that measured marketing at approximately \$111 in pipeline and \$10.70 in revenue for every dollar invested.
- Scaled the marketing organization from approximately 20 to 200 across demand, campaigns, field and partner marketing, web, analytics, martech, and operations.
- Designed and led the combined OpenText-Micro Focus demand organization from April 2023, unifying two GTM models and improving pipeline creation approximately 25%.
- Led the integrated GTM activation of IBM's decision to reintroduce Sterling as the primary market identity, connecting seller readiness, web, campaigns, events, field, and partners; homepage traffic rose 102% in launch week and social reach reached 1.5M.

EXECUTIVE EXPERIENCE

OpenText

2021-2025

Senior Vice President, Demand Generation & Marketing Operations

2024-2025

- Consolidated the web team, marketing technology, and enterprise security marketing into one global organization of approximately 200, and set the FY26 plan at \$3.3B in marketing-created pipeline, up 28%, within an \$8.7B company target.
- Commercialized an executive customer-experience program securing more than \$350,000 in sponsorship from SAP, Syniti, and AWS.

Vice President, Demand Generation & Marketing Operations

2022-2024

- Built Beacon, the executive performance dashboard that put source mix, conversion, forecast, and return in a single view for the CEO and executive team, across a 68-vendor, \$8.1M martech estate.
- Cut sales-cycle time across three business units on open pipeline of \$6.93B: business networks from 491 to 317 days, LegalTech from 123 to 61, and cybersecurity from 170 to 94.
- Shifted the portfolio toward organic and search-first discovery, growing content traffic 192% and analytics page views 75.6% year over year.

Vice President, Demand Generation

2021-2022

- Joined to lead global campaigns, digital, and demand programs; field and partner marketing were added within the first year, doubling the organization to approximately 40, and marketing operations followed in January 2022.

IBM

2001–2021

Director, Campaign Management, IBM AI Applications

Mar 2020–Jun 2021

- Designed an ABM framework spanning 6,005 global accounts and established portfolio reviews linking campaign performance, lead quality, forecasts, and executive action; priority-offering pipeline grew 142% to \$185.3M.

Director, Demand Generation & Performance Marketing, IBM Watson Customer Engagement & IBM Sterling

Jul 2018–Mar 2020

- Directed global demand generation and performance marketing for a \$1.4B supply chain, order management, and commerce business; marketing-generated revenue grew 26%.
- Delivered \$18.9M in Watson Supply Chain and \$12.8M in B2B Collaboration marketing-sourced wins, at 39% and 54% marketing contribution.

Senior Program Director, Campaigns, Web, and Events, IBM Watson Customer Engagement

Mar 2017–Jun 2018

- Unified 16 campaign professionals across Watson Marketing, Commerce, and Supply Chain, reducing cost per opportunity 9% while connecting web, events, automation, and digital experience to pipeline priorities.

Program Director, Campaign Manager & Events, IBM Analytics Solutions & Watson Financial Services

Jul 2014–Feb 2017

- Orchestrated campaigns and executive events across 50+ countries; Planning Analytics produced \$53.3M in validated lead revenue, Watson Analytics reached 35,500 users, and an agile pilot achieved 160% of target.

Team Lead, Campaign Management, IBM Business Analytics

Jul 2012–Jul 2014

- 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.

Global Marketing Roles, IBM Rational Software

Oct 2001–Jul 2012

- Progressed through field and events, customer relations, partner enablement, and demand generation; grew user-group participation 900%, partner-conference attendance 61%, and regional pipeline by \$52M and \$42M.

FairMarket

1999–2001

Site Implementation Manager → Senior Site Implementation Manager → Sales Engineer

1999–2001

- Implemented enterprise auction and commerce sites for named clients, then moved into sales engineering, translating requirements into demonstrations and configurations.

ADVISORY

6sense

2024–2025

Executive Advisory Board Member

2024–2025

- Advised 6sense product leaders on account-based forecasting and roadmap priorities.

EXECUTIVE EXPERTISE

Growth & GTM	Technology & Markets	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

EDUCATION

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