






Marc Kerry Freedman

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[Power CMO](#)

resume  
media 

OVERVIEW

- ▶ **20+ years CMO and Marketing Management Success.** Fortune 500 (Verizon, ATT), Corporate startups, High growth and funded startups.
- ▶ **Strategy + Tactical.** Broad background encompasses Planning, Business Development, Classical/Branding, Product, and Internet.
- ▶ **Revenue Generation.** Deep expertise in Lead Gen, Digital Marketing, SEO, and marketing channel management. Recent position resulted in 9x increase in leads and revenues.
- ▶ **Data, KPI, Customer, and Excellence-driven Marketer.**
- ▶ **Yale MBA + BS MIT.**

EXPERIENCE

With **BR82** (Breakthrough) highlights

Jan 2018 — Present

[Power CMO](#) Dallas, Texas

Principal

Power CMO

Provide Fractional CMO consulting to B2B and B2C clients in a variety of industries. Specialties includes Growth Acceleration, Innovation, Marketing Strategy and Alignment, M&A, Digital Transformation, Socially Conscious Business, Integrated Marketing, Industry Positioning & Ecosystem Development, Startups, Lead Generation, Product Launch/Go-To-Market, and Digital Marketing.

Mar 2014 — Nov 2017

[Stealth Monitoring](#) Dallas, Texas

Head of Marketing

**STEALTH
MONITORING**

Directed B2B marketing with an emphasis on online for high growth security company with two companies in three countries with over 400 employees and 10 offices.

- ▶ **Product.** Video surveillance services and equipment, cloud/SaaS/IoT.
- ▶ **Results.** Increased marketing-generated sales 9x over 2 years through SEO and marketing channel management.
- ▶ **Team.** Managed 10 employees and contractors.
- ▶ **Scope.** Branding, lead gen, and sales support, encompassing strategy, KPIs, web, video, content, design, SEO, PPC, advertising, landing pages, email, telemarketing, social media, PR, collaterals, events, MA/CRM, and vertical brands.

BR82: Developed tagline *Who's Watching Your Cameras?*, innovative **video SEO**, integrated marketing campaign **Stealthy Condolences**

2011 — 2014

[Business Catapult](#) Denver, Colorado

CMO

 **Business Catapult**

Led product, marketing, and sales through two rounds of funding. Business Catapult builds the startup ecosystem by focusing on partners and connecting investors, entrepreneurs, and advisors. Investor workflow tools manage venture submissions and screening. Startups catapult their business through business plan analysis and access to advisory and investment networks.

BR82: Developed organic, personal, and directory-driven market development strategy for hundreds of entrepreneur districts that's viral and eliminates hard sales.

2006 — 2011

Dallas Startup Community Dallas, Texas

CMO, Investor, Mentor, Publisher

Supported DFW entrepreneurs as a consultant, individual and fund investor, and community organizer.

BR82: The average startup faces a one in ten thousand chance at getting funding. Wouldn't you prefer to increase that to one in three?



2001 — 2006

RazorPop Dallas, Texas

Founder and CEO

Bootstrapped digital media software developer and marketer to \$1 million monthly revenues, 22 employees, and exit sale. Software achieved several industry technology firsts, including simultaneous downloading from multiple P2P networks.



BR82: Innovative marketing generated a huge footprint for a tiny company.

- ▶ TrustyFiles software reached 100 million downloads.
- ▶ Indie artist programs like BrandedP2P, Do-It-Yourself affiliates, and the P2P Street Team.
- ▶ Major artist promotions with Steve Winwood, Heart, and Terence Trent D'Arby.
- ▶ XFiles Law Enforcement version.
- ▶ Activist and editorial properties such as the P2P PATROL to fight child pornography, DiaRIAA, and DonateMyMusicCheck.
- ▶ Consulted with and presented to the U.S. Senate, FTC, and FBI.
- ▶ Speaking appearances at and coverage in national conferences and media.

Other Positions

- ▶ **BAE Investments**, Managing Director
- ▶ **eAuto**, Vice President Business Development
- ▶ **Xybridge Technologies**, Vice President Marketing
- ▶ **Verizon Wireless**, Product Manager
- ▶ **AT&T SNET**, Director of Marketing

E D U C A T I O N

Yale School of Management New Haven, Connecticut

MPPM (MBA)

Concentrations - Growth Management, Organizational Behavior, Entertainment

BR82: Broke established negotiation class through collaborative mutual goal setting.



Yale School of Drama New Haven, Connecticut

Graduate Screenwriting Program

BR82: You haven't seen my movie *FutureBox* yet?

Massachusetts Institute of Technology Cambridge, Massachusetts

BS, Computer Science

Minor - Creative Writing; Concentration - Artificial Intelligence

BR82: Still waiting to serve our all powerful computer overlords.

