
MANSOOR KHALEELUDDIN

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SENIOR MARKETING LEADER

Results-driven marketing professional with proven success in building and leading marketing teams to drive business growth.

Key strengths include:

- Market Strategy & Market Segmentation
 - Brand Building & Brand Management
 - Strategic Planning & Detailed Execution
 - B2B & B2C Marketing
 - Marketing Communications
 - Product Launch & Product Marketing
 - Team Building & Creative Direction
 - Broad Experience: Start-up to Large Corporate
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EXPERIENCE

WOLTERS KLUWER, Tax & Accounting Division, Dallas, Texas 2014 – present
Director of Product Marketing, Corporate Software Segment (Segment Leadership Team member, reporting directly to GM)

Develop market strategy and marketing plan for corporate software business segment. Responsible for marketing strategy, lead generation, sales support, marketing communications, content marketing, positioning and channel support for SaaS and on premise software and services. Early stage SaaS product grew 71% in 2017. Member of Corporate Software Executive Team.

- ❑ **Marketing Plans:** Led development of new marketing strategy, including targeted, vertical centric messaging and refined the marketing mix to maximize sales opportunity creation. Drove \$6M in opportunities in 2017, 55% of full year sales quota.
- ❑ **Marketing ROI:** Developed marketing programs to drive \$28.33 in opportunity value for every \$1.00 of 2017 marketing spend. Leveraged Salesforce.com, Pardot and Hubspot to achieve a 6:1 return on new sales driven directly from marketing leads.
- ❑ **Business Planning:** Core member of cross-functional team to develop and define future growth plans. Conducted portfolio rationalization and recommended growth opportunities. Output was a 3-year growth plan drafted by members of the team.
- ❑ **Sales Messaging:** Developed the primary customer-facing positioning for key market segment to differentiate within a commoditized market. Co-develop keynote presentations for annual 3-day Sales Kick-off Meeting, including theme and videos.
- ❑ **Team:** Two of three team members recognized as Employee of the Quarter from across division of nearly 200 employees.

BARBRI, Legal Education Products & Services, Dallas, Texas 2012 – 2013
Vice President, Marketing (Senior Executive Team member, reporting directly to CEO)

Built Marketing organization from scratch, leading to the successful launch and implementation of new company branding, creation of marketing plans by market segment, and implementation of new, innovative marketing programs delivering strong ROI. Responsible for marketing strategy, marketing communications, branding, product positioning, market research, social media and sales support for the leading provider of bar exam preparation and supplemental legal education materials in the United States and the United Kingdom. Managed full-time staff of five, marketing agency and PR firm with an annual budget of \$3,500,000.

- ❑ **Branding/Positioning:** Led development of new branding and positioning to redefine the business beyond a single, legacy offering. Drove the process to create new logo, website, collateral, social media strategy, internal training on new branding and PR. Redefined product offerings to increase audience relevance, enrollments and revenue opportunities.
- ❑ **Marketing Communications:** Developed annual marketing calendar for each key audience including activities for email, social media, websites, collateral, videos, promotions, advertising and sales support.
- ❑ **Product Launch:** Conducted market research and developed microsite, videos, collateral, press release and online ad campaign to introduce new product offering to the market.
- ❑ **Acquisitions:** Led integration of multiple small acquisitions including development of rebranding, refining product offerings, website creation, PR, increase of demand generation activities, etc.

THOMSON REUTERS, *Tax & Accounting Division*, Dallas, Texas

2009 - 2012

Manager, Marketing (Member of Income Tax business unit management team, reporting to GM)

Developed marketing strategy and executed annual marketing plan for the U.S. Income Tax business unit. Responsibilities included lead generation, thought leadership, collateral, website, events, sales support, Salesforce.com campaign management, and all communications. Developed marketing activities for product launches and updates. Department of one with budget of \$90,000.

- ❑ **Strategy:** Recognized the need to reposition business from product focused to solution focused. Instigated transition impacting Sales, Product Management, Marketing, Website and Customer Support and coordinated efforts across all key groups.
- ❑ **Lead Generation:** Developed and coordinated lead generation activities including webcast series and events generating over \$1,000,000 in revenue opportunities during first six months of 2011.
- ❑ **Best Practices:** Established collaboration standards with key business units, leading to increased customer value, decreased market confusion and more cross-product sales. Instituted data driven marketing analytics and campaign tracking.
- ❑ **Sales Successes:** Developed and executed campaign that led to 260% increase in year over year sales of stagnant product.
- ❑ **Social Media:** Wrote, produced and directed award-winning viral video that generated over 200,000 views in one week: <http://bit.ly/2m4K40u>.

TEXAS INSTRUMENTS, *Education Technology Division*, Dallas, Texas

2005 - 2009

Manager, Market Development, 2007 - 2009

Created and executed annual marketing plan for the United States and Canada, including demand creation campaigns to support long- and short-term strategic and business objectives. Directed programs, including advertising, collateral, websites, events, sales support, promotions, e-mail communications, and direct mailings. Charter member of brand initiative titled Customer Experience, responsible for developing ideal experience for consumers interested in new product offerings. Developed marketing activities for product launches and updates. Managed staff of eight and budget of \$4,000,000.

- ❑ **Marketing Plan Successes:** Wrote individually, and in collaboration with marketing team, strategic and tactical marketing plans and executed campaigns to increase awareness of, and participation in, marketing and sales activities. Achieved 1,000% increase in participation of product user groups, 50% increase in click-throughs for email marketing, generated record-setting attendance for product training sessions and significant increases in website and tradeshow booth traffic.
- ❑ **TI-Nspire Product Launch:** Facilitated product launch of first new core-product offering in 15 years. Provided direction on positioning, marketing communications, product rollout and follow-up plans. Market study showed achievement of 50% awareness of product within target market less than six months after launch.
- ❑ **Marketing Management:** Developed and managed email and print newsletters, direct mailings, print and online advertising, website updates and print collateral. Guided marketing communications team on purpose, positioning, content and execution of communications to achieve objectives. Dramatically increased attendance at conferences and product trainings by focusing and targeting messages to audience segments. Provided strategic marketing direction to keep focus on highest level objectives and to ensure tactics were aligned with business and marketing priorities.

TEXAS INSTRUMENTS, *Education Technology Division*, Dallas, Texas

Marketing Communications Manager, 2005 - 2007

Executed annual communications plan, including concept and production of lead generation activities, print advertising, direct mail, e-mail, product collateral, sales support, product packaging, websites, and interactive materials. Managed full-time staff of five.

- ❑ **Management:** Held responsibility for project managers and copywriters on marketing communications team. Improved copywriting function by hiring new staff members. Guided development of topics and messaging in communications and served as primary editor and final reviewer for all communications. Worked closely with project managers to develop processes for tasks and set clear expectations, enabling team to perform at maximum effectiveness and improving final work product.
- ❑ **Project Management and Process:** Established best practices and standards for initiation, scoping and revisions of marketing communications. Instituted guidelines for internal and external tracking of project status. Updated project tracking system to improve status reporting and documentation.
- ❑ **On-Time Delivery:** Heightened emphasis on team reputation, focusing on on-time delivery. Developed method to track on-time performance. Analyzed and tracked reasons for delays in projects. Determined and implemented processes to address issues leading to delays. Improved on-time delivery from less than 40% to over 95% on a consistent basis.

SAXON PUBLISHERS, K-12 Education Textbook Publisher, Norman, Oklahoma
Director of Marketing Communications

2001-2004

Developed and executed detailed strategic and tactical plan to achieve corporate and product line goals. Held responsibility for concept, design, and production of corporate and product promotion, including advertising, marketing materials, catalogues, websites, product packaging, sales support, and trade shows. Managed \$2,000,000 marketing budget and staff of five.

- ❑ **Marketing Team:** Established template for annual marketing plan. Enhanced accuracy of budgets. Refined marketing mix to increase cost efficiencies and achieve goals. Hired art director to oversee graphic design function. Created and staffed public relations and copywriting functions. Collaborated with team to develop flexible project processes. Established standards, enabling high-quality production. Fostered group into strong team, producing significantly higher-caliber and more creative work. Led team to achieve compliments from across the organization for initiatives and work product.
- ❑ **Branding:** Developed revised brand. Collaborated with CEO and VP of Marketing in defining the brand. Led team to execute revised brand. Coordinated marketing communications, collateral, and advertising to match results-based vision of new brand. Rolled out revised brand internally and externally. Achieved increased customer associations with revised brand as noted in client interactions.

WEBCASTS.COM, Digital Agency/Webcast Production Company, Oklahoma City, Oklahoma
Director of Marketing and Corporate Communications

1999-2001

Managed all marketing functions for this start-up, including strategy, positioning, branding, advertising, public and media relations, sales support, and web properties. Member of senior management team, collaborating on corporate strategy and investor relations.

- ❑ **Branding:** Key leader of strategic decision to change the organization from a digital agency to a webcasting company. Developed brand for new business, including vision, mission, and logo. Updated all marketing materials, including website, brochures and sales tools to align with new brand. Communicated changes internally and externally to build awareness in presentation of new brand. Developed full-scale advertising and public relations campaign to establish name in anticipation of initial public offering. Increased business growth; company was sold to iBEAM Broadcasting for \$115 million in May 2000.
- ❑ **Marketing Strategy:** Developed marketing strategy and product positioning for key market segments. Established messaging and differentiators for products and services and collaborated with sales leadership on product promotion and sales approach.

E D U C A T I O N

UNIVERSITY OF OKLAHOMA, Norman, Oklahoma
M.B.A., Marketing
B.B.A., Marketing
Additional concentration in Advertising and Psychology

P R O F E S S I O N A L D E V E L O P M E N T

Pragmatic Marketing Certification
Situational Leadership I & II

American Marketing Association Mentor Program
Influence Without Authority