

# Seth Greenberg

Data Driven & Creative Consumer & Enterprise CMO | Advisor | Investor

**Phone:** 650.242.5662

**Address:** Southern California & SF Bay Area

**Website:** <http://sethgreenberg.com>

**Email:** [seth@sethgreenberg.com](mailto:seth@sethgreenberg.com)

*Why choose left brained versus right brained? My unconventional experience coupling strategic quantitative data decision-making with badass qualitative killer creative has resulted in a career journey I could not imagine. For the past 11 years I've led building remarkable consumer & enterprise brands like TurboTax, QuickBooks, LifeLock and Alteryx.*

*What makes me tick is partnering with founders and CEOs for strategic storytelling, making complex SaaS technology simple, engaging and (dare I say) fun. Don't settle on commoditized, ineffective positioning. My teams create and deliver significant impact from pre to post-IPO growing multi-billion dollar valued companies that become leaders in competitive spaces. HOW is your company, its products or services unique and WHY should anyone care?*

## EXPERIENCE

### Alteryx (NYSE: AYX)

January 2017 - February 2019

#### Chief Marketing Officer

Worked closely with the CEO, founders and global sales from pre-IPO to one of the most successful and hyper-growth software companies. While I led the global marketing function, AYX went from \$14 to over \$75 per share (NYSE:AYX) in under two years.

CEO Q4 2018 earnings call stated: "Alteryx is clearly benefiting from positive industry trends such as continued investments in digital transformation initiatives, increase in global demand for advanced analytics, and improved awareness of the Alteryx brand, all on the heels of stellar execution by more than 800 Alteryx associates around the world. We set many new company records in Q4 and for the full-year 2018. Q4 revenue grew 57% year-over-year to \$60.5 million. Q4 billings were up 65% year-over-year to \$116 million. And our Q4 international revenue was up 92% year-over-year to \$18 million. For the full year, we saw revenue grow 55% year-over-year to \$204 million with international growth up 96% year-over-year." Recognized on Deloitte's Technology Fast 500™, a ranking of the 500 fastest growing technology, media, telecommunications, life sciences and energy tech companies in North America.

I joined in January 2017 and immediately focused on repositioning and branding Alteryx from a commoditized point solution to a high-value leading modern analytics platform. Responsible for international marketing strategy, demand generation, award-winning web experience, break-through webinars, sponsored events, channel marketing, product & solutions marketing and analyst relations.

### data.world

March 2016 - Present

#### Advisor & Investor

Advise the founders and the data.world team. data.world is the platform for modern data teamwork and the world's largest collaborative data community. The Austin-based Public Benefit Corporation and Certified B Corporation® serves the enterprise by speeding up data work and creating shared context to preserve and perpetuate essential project knowledge.

### CMO, Chief Digital Officer, Growth Hacker, Advisor & Consultant

February 2015 - Present

Work with several Venture Capitalists, P/E firms and their portfolio companies as a "Marketer-out-of-Residence". Helping well-known pre-revenue, pre-ipo and Fortune 500 companies change their trajectory by growth hacking, brand building & product marketing strategies. Board Director, Advisor & Consultant. Expertise in creative ideation, media innovation, analytics, digital & social strategies and developing high performing teams.

### Interim CMO & Board Director at Bask Technology, Inc.

2015 - 2016 (2 years)

Responsible for products and marketing, pricing, market analysis and opportunity, customer acquisition & PR. Board Director. Work closely with sales to generate qualified leads through inbound telesales, direct eCommerce and partner channels. At Bask, we're more than just tech support, we're people support. Laser-focused on the Boomers & Seniors market, we are US-based expert Technology Advisors available to chat or speak with 24/7. Our mission is to improve the digital lives of our members by providing a meaningful experience through Boomer And Senior Know-how. That's Bask.

## Chief Marketing Officer at LifeLock

July 2013 - March 2015 (1 year 9 months)

LifeLock 2014 Full Year Results: Record yearly consumer revenue of \$449.2M, up 32% year-over-year Achieved member retention rate of 87.7% Fourth Quarter 2014 & Recent Business Highlights: Recorded the 39th consecutive quarter of sequential growth in revenue and cumulative members. Added approximately 252,000 new members in the fourth quarter and ended the quarter with approximately 3.63 million members. Increased monthly average revenue per member to \$11.43 from \$10.72 for the fourth quarter of 2013. Successfully repositioned the brand from fear/anxiety to Freedom and "Peace of Mind". Conducted quant & qual to understand larger addressable audience. Executed pricing study, website redesign, lead internal growth council. In the first six months, successfully delivered new brand positioning and related advertising that has broadened the demo, lowered average age and inspired employees and shaped the company culture. Led well-received marketing presentation during inaugural Investor and Analyst Day. Responsible for driving new member growth, increased revenue-per-user and higher retention rates with our subscription-based model. Reached a broader demographic utilizing direct response and brand vehicles. Responsible for all marketing vehicles including Brand and DRTV and radio, SEM, SEO, affiliates, mobile and social, app marketing, analytics, radio, emerging media, research and consumer insights. December 2014 recognized as 65th Fastest Growing Company in North America on Deloitte's 2014 Technology Fast 500™ in the Internet Category (see Honors and Awards section below for details) January 2015 LifeLock named as 2014 Brand of the Year - Financial Services Category awarded from Ace Metrix. Based on quantitative creative analysis of over 7000 television ads and year-over-year improvement. (see Honors and Awards section below for details)

## Intuit (2006 - 2013)

August 2012 - July 2013 (1 year)

### Vice President - Social, Advertising, Brand & Digital Strategy

Led Intuit's Small Business Group's channel marketing team's demand-generation strategies and execution to drive greater awareness, purchase intent and new customers for our Intuit's SMB product portfolio. Partnered with business unit GMs and marketing leaders to deliver a one-and three-year business strategy. Focused on the future digital customer including helping Intuit create and bring to market ownable platforms, SaaS offerings, social networks and multi-device experiences. Added responsibility for leading the SEO team across Intuit's global business properties.

## Intuit

September 2010 - August 2012 (2 years)

### Vice President, Global Media & Digital Marketing

As Intuit's overall investment in digital and traditional advertising continued to grow, my newly-created role brought a "One Intuit" strategic approach to accelerate growth, improve efficiencies and increase innovation for impact across the company. Lead the digital marketing team (i.e. TurboTax display, social, mobile, paid & organic search, affiliates, analytics) with additional responsibilities as the "point-person" representing Intuit's company-wide interests with traditional and digital global media entities.

## Intuit

December 2009 - September 2010 (10 months)

### Director, National Media & Digital Marketing

Digital marketing leader for Intuit's consumer group including TurboTax, Quicken, and Mint. Managed a team of online experts and analysts responsible for driving significant revenue and customer growth. Responsible for offline and online media buying and optimization with a holistic view of how Intuit invests and negotiates cross-channel media spend. Responsible for uncovering new opportunities in emerging media including platforms like mobile, gaming, digital out of home and social media to accelerating innovative opportunities for Intuit.

## Intuit

July 2007 - December 2009 (2 years 6 months)

### Director, Online Advertising and Internet Media

Responsible for setting the strategy and leading the online acquisition team in numerous channels including: paid search - PPC organic search - SEO affiliate marketing - Commission Junction, etc. display advertising - web 2.0, viral marketing, portals, word of mouth guerilla marketing strategies and tactics. Managed interactive agencies and vendors. Worked closely with all other internal marketing channels including direct marketing, television/radio and brand advertising. Built a high-performing marketing team and shared best practices across Intuit. Member of Intuit's Web Leadership and Marketing Leadership teams.

## Intuit

July 2006 - July 2007 (1 year 1 month)

### Group Manager - Online Advertising and Internet Media

Interacted closely with all members of the Consumer Tax Group's product (including TurboTax and MyCorporation.com), marketing and support teams. Key driver of web marketing acquisition initiatives & strategy. Direct reports / responsibilities: - Web marketing (online advertising, SEO, SEM, affiliate networks, viral marketing, etc.) - Web shopping behavior research and analytics - Web marketing & advertising program management, development and production. Member of Intuit's Web Leadership and Marketing Leadership teams.

## CEO at eHobbies

September 1999 - July 2006 (6 years 11 months)

Purchased former company that raised \$50M in funding and had 200 employees. Changed the business model, technology platform and org structure to become immediately profitable. Hands- on supply chain logistics, customer service, marketing, advertising, public relations, new media technologies and strategies. Grew inventory from 5k to over 50k SKUS. Recognized by numerous publications (including Money, Time, Business 2.0) as best-in-class digital eCommerce company.

## Internet Entrepreneur

1996 - 1999 (4 years)

Worked at four Los Angeles-based Internet startups including: -eHobbies (vice-president of marketing before purchasing company) -YesMail.com (opened Los Angeles branch of direct marketer) -L90 (ad network) -Word of Net (employee #1 at the search engine optimization company).

## Spec script writer

1993 - 1996 (4 years)

Wrote and optioned screenplays. Supplemented income temping at Walt Disney Studios in executive building for various senior execs.From Mailroom to Assistant to Motion Picture Literary Agent at William Morris Agency & Susan Smith

## William Morris and ICM

1990 - 1993 (4 years)

### Talent and Literary Agent

Worked my way up from the mailroom (i.e."Lloyd" on Entourage) at William Morris to Literary Agent at Susan Smith & Associates (i.e. "Ari" on Entourage). Represented writers, directors and producers for motion picture and television projects. Sold spec scripts and worked developing talent and material.

## EDUCATION

### American Film Institute

#### MFA Program

Selected as on of 12 participants in this prestigious program. Exited after one year as a Producing Fellow with multiple job offers

### Loyola Marymount University

#### B.A. Communication Arts