

# Ali Rastiello

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Data-driven marketing leader driving growth for SaaS and B2B companies through demand generation strategies, integrated campaigns, and operational excellence. Thrives in fast-paced companies, solving complex problems while delivering flawless execution and mentoring exceptional teams.

## EXPECT

**Leadership** – Building teams that thrive on transparency and grit. We get into the trenches together, celebrate the highs, and bounce back from the lows as one team.

**Alignment** – Organizing people and processes, motivating cross-functional teams to act as one with unified direction and goals.

**Growth** – Keeping my eye on the prize, ensuring that all marketing efforts have a singular mission: driving revenue targets.

**Operational Excellence** – Pairing the ability to conceptualize winning growth strategies with deep operational and technical expertise resulting in measurable, flawless execution.

**Expertise** – Integrated campaigns, demand generation, digital strategy, database marketing, marketing operations, and communications.

## EXPERIENCE

**BigCommerce**

**Director, Marketing Operations and Technology**

Austin, TX

05/2017 – 07/2019

Member of the senior marketing leadership team, overseeing operations and execution of marketing programs driving 26% YOY growth.

- Expanded and transformed a small email-marketing team into marketing operations consultants consisting of 10 people accountable for marketing execution, data management, lead lifecycle management, budget oversight, martech stack strategy, analytics, and go-to-market process
- Defined lead funnel stages, developed lead lifecycle process, reporting frameworks, and led an overhaul of lead routing and handoff to sales for both SMB and MM/ENT business segments
- Accountable for a \$1.2M martech budget, with operational oversight of the \$29M departmental budget
- Operationalized integrated campaigns to enable proper data management leading to detailed metric reporting
- Improved efficiency of marketing execution by 80% measured through JIRA reporting
- Added data orchestration capabilities (Openprise) to the martech stack creating the ability to standardize, append, and segment data upon lead entry, driving the nurture strategy and improving lead to MQL time by 27%
- Launched Bizible to give marketing an automated way track performance and make data-driven investment decisions
- Created the business case, contracted resources, and managed the team that represented Marketing on the governance panel to overhaul the account object in Salesforce to enable ABM strategy and processes to support selling upmarket
- Streamlined go-to-market processes, cutting down launch times from 12 weeks to 8 weeks.

**Rackspace**  
**Program Manager/Sr. Manager, US Marketing**

**San Antonio, TX**  
**12/2011 – 02/2017**

Held several roles during my tenure including customer marketing, enterprise demand gen, and marketing operations. Notable accomplishments:

- Led a global team of 9 people and operationalized the marketing team through process improvements. Increased productivity by 38% and reduced operating costs by \$400k YoY
- Created and executed demand gen programs that drove a 5x ROI and resulted in \$256k MRR / \$3.1M ARR in new bookings for the enterprise team
- Directed Salesforce transformation efforts on behalf of the marketing team including the build of a custom integration for Marketo
- Defined and implemented lead scoring; established funnel stages and lead routing processes
- Led and executed customer communications strategy for a corporate rebrand resulting in minimal churn

**The Planet (Now a part of IBM)**  
**Associate Manager, Marketing Communications**

**Houston, TX**  
**06/2007 – 12/2010**

Operationalized a small Marketing team turning them into lean production engine while writing and executing an integrated email marketing strategy

- Improved time-to-market for campaigns by 70%
- Supervised the execution of all marketing deliverables and brand management
- Launched the Marketo platform and deployed first lead nurturing campaign in 2009
- Completed all deliverables for a company rebrand and new business unit launch including a new website/shopping cart as well as digital, print and promotional assets in 6 months
- Launched the onsite customer briefing program resulting in outstanding customer experiences, revenue growth, and churn prevention

## EDUCATION

BFA, Radio/TV/Film – Sam Houston State University, May 1997

## EXTRAS

**Awarded:** 2015 Rackstar for outstanding performance

**Pioneer of Marketing Automation:** One of Marketo's first 500 customers

**Martech Experience:** Working in or leading teams utilizing Marketo, Salesforce, Bizible, Openprise, Google Suite: Analytics/Tag Manager/Adwords, JIRA, Wistia, ReadyTalk, GoToMeeting, Drift, Segment, Periscope, Integrate, 2500K

**Sales Experience:** Jr. Account Rep, national television sales - Telerep 1997-2001

**Agency Experience:** Owner, M&M Consulting 2001-2005

**Transformative leader:** Mentor and recruit from an extensive network of former marketing and sales colleagues in Austin, San Antonio, and Houston. "6 Degrees of Ali" is a real thing.

**Foodie:** Expert in Cajun cuisine and have been known to use my recipes as a metaphor to explain complex marketing strategies.