



ALI RASTIELLO

MARKETING LEADER

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CONTACT

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EDUCATION

BFA, Radio/TV/Film

Sam Houston State University

EXPERTISE

- Marketing Operations
- Demand Generation
- Digital Marketing
- Integrated Campaigns
- Analytics & ROI
- Org Design
- Crossfunctional Alignment
- Business Process Design
- Leadership and Mentoring
- Cajun Food

PROFILE

Data-focused 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.

EXPERIENCE

Cornerstone OnDemand

Sr. Director, Global Marketing & Chief of Staff | 2019- 2022

Leader of Global Marketing Operations, Digital, and Web functions. Chief of Staff to the CMO, working through an acquisition, org changes, and budget planning, while spearheading systems unification project that spans Marketing, Sales, Support, Finance, Global IT, and Alliances. Reduced tech debt and cost by 36%. Redefined the lead management process. Introduced intent and ABM technologies. Improved demo conversions by 12%, nurture conversions by 10%, and achieved a 60% pipeline contribution goal against a total revenue target of \$143M.

BigCommerce

Director of Marketing Operations | 2017-2019

Oversaw the execution of Marketing programs that resulted in **26% YoY growth**. Transformed a two-person 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.

Rackspace

Program Manager/Sr. Manager Us Marketing | 2011-2017

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

The Planet (Now a part of IBM)

Assoc. Manager, Marketing Communications | 2007-2010

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.**