



## ALI RASTIELLO

OPERATIONS LEADER  
AUSTIN, TX

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### CONTACT

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### EDUCATION

BFA, Radio/TV/Film

Sam Houston State University

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### EXPERTISE

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

### PROFILE

Operations leader driving scalable growth for SaaS and B2B companies by developing repeatable, trackable processes, implementing strong analytics frameworks, and maintaining systems health. Thrives in fast-paced companies, solving complex problems while delivering flawless execution and mentoring exceptional teams.

### EXPERIENCE

#### Cornerstone OnDemand

**Sr. Director, Global Marketing Operations | 2019- 2022**

Hired to centralize and lead all revenue marketing functions, creating one global demand engine. Managed a globally dispersed team of 22 digital marketers, operations specialists, and web architects while operating as Chief of Staff to the CMO. Lead highly confidential cross-functional projects including org changes, budget planning, and ELT/board meeting presentations.

- Improved demo conversions by 12%, nurture conversions by 10%, and achieved contribution goals against a total sales target of \$143M.
- Reduced tech debt and technology costs by 36%.
- Led through the acquisition of Saba requiring full re-architecture of lead management, corporate rebrand with a new website, and systems unification project.
- Introduced intent and ABM technologies

#### BigCommerce

**Director of Marketing Operations | 2017-2019**

Brought in to re-define the GTM process enabling them to continue operating a self-serve model selling to small business ecommerce shops, while creating an upmarket strategy for companies with longer, more complex sales cycles.

- Oversaw the execution of Marketing programs that resulted in 26-28% YoY growth.
- Transformed two email marketers into a 10 person marketing operations team covering technology, analytics, PMO, planning, and budget management..

#### Rackspace

**Sr. Manager US Marketing | 2011-2017**

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

- Created and executed demand gen programs that drove a 5x ROI and resulted in \$256k MRR / \$3.1M ARR for the enterprise segment.
- Increased productivity by 38% and reduced costs by \$400k YoY.

#### 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%
- Launched the Marketo platform and deployed first lead nurturing campaign in 2009.