



# Ann Marie Beasley

CMO

## About Ann Marie

A senior marketing executive, Ann Marie positions organizations for industry leadership through innovative strategies that accelerate market awareness and business performance. Excelling at building and strengthening marketing and sales impact, she elevates the perception of the marketing function as a strategic partner and growth facilitator. A change agent and turnaround expert, she builds highly functional teams that leverage best practices in execution to drive results. To enable sales teams, she delivers the insights, training and tools required to win in the marketplace.

## How Ann Marie has Helped Businesses Grow

- Drove a 51% increase in qualified opportunity pipeline at Sopheon through new content and digital campaign strategies and sales enablement tools.
- Revamped Sopheon's digital strategy resulting in a 49% increase in social media followers and a 48% increase in engagement
- Drove 30% YOY growth in consultant-led sales wins with new influencer program at Allscripts.
- Achieved 40% YOY increase in Share of Coverage and 22% YOY increase in social media engagement through new content strategies, improved media partnerships, and strategic use of social media.
- Established Office of Strategy Management at Allscripts and Symantec, assessing M&A targets, defining investment models and helping to position the company for industry leadership.
- Doubled revenue and pipeline by tailoring product, marketing and sales strategy to the unique needs of key vertical segments, including financial services, healthcare and utilities.
- Built a centralized product marketing function, introducing best practices and defining go-to-market and account penetration strategies.

## Expertise

### Industry Experience

- Healthcare
- SaaS
- Technology
- Security

### Specialties

- Growth Strategy
- Brand Strategy/Refresh
- Demand Generation
- Go-to-Market Strategy
- Positioning & Messaging

## Contact Information

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## Executive Experience

- Chief Marketing Officer, Sopheon
- Senior Vice President, Chief Marketing Officer, Allscripts
- Vice President, Strategic Marketing, CA Technologies
- Vice President, General Manager, Identity Services, Symantec
- Vice President, Office of Strategy Management, Symantec
- Vice President, Industry Solutions, Symantec

## Clients Served

- Fractional CMO, Anelto Health
- Fractional CMO, ATS Group
- Fractional CMO, Virtual PICU Systems, LLC (VPS)
- Fractional CMO, ParcelShield, LLC
- Fractional CMO, Healthfuse
- Fractional CMO, Auvik Networks

## Education

- BS, Math & Computer Science, Le Moyne College