Travis Giffin

Martech Solutions Architecture Consultant

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SUMMARY

Passionate and experienced Technology Marketing Executive with over 15 years in digital transformation, data platforms, analytics, and marketing technology.

Team player in driving over $1 billion in ARR and leading multimillion-dollar acquisitions. Skilled in enterprise architecture and strategic partnerships, with a proven track record in enhancing competitive advantage through innovative client-centric solutions.

Recognized for mentoring and coaching global teams and establishing C-level relationships to deliver sustainable growth. Open to hybrid, remote, or onsite roles.

EXPERIENCE

Marketing Technology and Architecture Advisor

Gritstone Company

- Advised 8 entrepreneurial startups on product roadmaps, platform selection, solution architecture, and marketing strategy.
- Improved customer growth 50%, capital investments by $3M, and prevented bankruptcy of one client.
- Assisted an SMB CDP vendor with new client Sales GTM strategy.
- Created 3 go-to-market strategies for 3 clients, leading to new revenue growth.

Principal Customer Success Architecture Leader

Tealium

📅 06/2021 - 07/2023   📍 Greater Seattle Area

- Co-led a global team of 10+ CSA/Digital Strategist/CSM's.
- Identified $70M at-risk for 300+ Adobe clients. Led an effort to create a stronger Adobe partnership to prevent churn using Tableau.
- Supported pre/post-sales engagements, issue resolution, and use case development for 600+ clients for the CDP.
- Created 5 template SOW/Engagement packages for Success team.
- Reduced churn on 100 AI/ML clients on $2M in revenue and led creation of a new AI/ML product roadmap.

Vice President Adobe Partnership

Blend

📅 04/2019 - 06/2020

- Led and managed 5 direct reports for new Adobe partnership team.
- Secured $250k in revenue in 1st year. Major client: Goldman Sachs.
- Extensive use of Adobe Target and Analytics. Agile processes for Testing 100s of treatments and experiments.

Principal Solutions Consultant and Architect

Adobe

📅 04/2012 - 03/2018   📍 Greater Seattle Area

- Mentored 5+ Solutions Consultants/Architects.(Analytics, Target, Launch, Audience Manager, Campaign, AEM, Marketo).
- $30M Telecom industry contracts -multi-year product licenses for AT&T and T-Mobile that led to an expansion over the next 4yrs over $150M in extended ARR. (Ask about video).
- Contributed over $1 billion in ARR supporting high-caliber enterprise sales teams over 10 years. (Includes Omniture revenue).
- Achieved $400M quota in 2015 with the Sales and Service Engagement team, which resulted in a Principal Consultant promotion.

STRENGTHS

💎 Strategic Communication

Developed through leading executive-level discussions and buying initiatives, resulting in enhanced internal stakeholder engagement and organizational alignment.

💎 Digital Technology Strategy

Acquired through spearheading MarTech, AdTech, Data APIs for platform strategies and driving the adoption of deep integrations pipelines, leading to new product use case innovations.

💎 Global Strategy Architect

Gained from directing global expansion efforts, ensuring product and service adaptability across APAC/EMEA markets, which significantly increased the company's international revenue.

💎 Client Onboarding Expert

Perfected through coordination and subject-matter expertise, resulting in streamlined client integration, retention, and high satisfaction ratings.

💎 AI/ML Integration Projects

Achieved by leading the charge in incorporating AI/ML innovations into products to drive better functionalities and user experience. See Blog articles.

💎 Product Development R&D

Shaped by overseeing end-to-end product lifecycles, ensuring the delivery of high-quality solutions that captured market needs and customer imagination.

💎 Growth Partner

Built on a foundation of supporting agency partnerships and pre-sales activities, which contributed to consistent revenue growth and expanded market share.

💎 Strategic Partnership Builder

Formed by creating and nurturing key vendor relationships, aligning strategic interests, and driving collaborative success.

EXPERIENCE

PreSales Customer Intelligence Digital Advisor

SAS Institute

📅 01/2011 - 04/2012 📍 Cary, NC

- Participated in a $10M Acquisition due diligence for a major AdTech solution called aiMatch, which resulted in a $2.5M ARR increase in revenue.
- Contributed to $125M in sales in 1st year through Pre-sales support across 5 vertical Sales teams across 100s of clients.
- Developed a multi-tier AI/ML Ad tech/RTB custom architecture system for a large telecom prospect.

Sr Director Services and Account Management

iProspect

📅 09/2009 - 01/2011 📍 San Diego, CA

- Managed and led a team of 20 SEO experts.
- Owned and managed $10M in SEO/SEM Services delivery.
- Renewed and expanded 2 major accounts for $2M each in ARR.

PreSales Manager Digital Marketing

Accenture

📅 01/2009 - 09/2009

- Managed a team of 7 offshore analysts.
- Led 40 Audit presentations that generated $2M in new project revenue.

Sr PreSales Solutions Consultant

Adobe (Omniture)

📅 03/2004 - 08/2008 📍 Seattle Washington

- Evangelized the benefits of SiteCatalyst Analytics product to over 1000 prospects in 2004/2005 across APAC, NA, and EMEA regions.
- Impacted initial startup and growth of the APAC market in 2005/2006, resulting in ARR growth to $50M.
- Played a primary Pre-sales Technical role impacting over $450M in ARR in 4yrs.
- Supported 13 Account Executives 2004-2006 resulting in over $150M-200M in revenue generation.

Electronics Warfare Technical Engineer

US Navy

📅 09/1986 - 08/1992 📍 Multiple

- Analyzed large amounts of data concerning strategic and tactical targets for 2 large ships, providing a foundation for a future career in digital data collection and analysis.

ADDITIONAL EXPERIENCE

Founder and Product Manager

Klearchoice

📅 2011 - 2013

🔗 https://github.com/tgiffin

Donation platform

- Created a frictionless transaction free donation platform with goal to reduced 2% credit card fee.
- See 2 GitHub repos per link - Klearchoice Donor and Payment.

STRENGTHS

💎 **Coaching and Team Leadership**
Cultivated through years of managing and mentoring diverse teams, fostering a culture of continuous improvement and professional growth.

💎 **Martech Platform Expert**
Proven by implementing effective tools, solutions, and process management. Ensuring documentation protocols, to optimize operations and enhanced cross-functional team efficiency.

💎 **Digital/Data Strategy Development**
Honed by in-depth analysis, providing actionable insights that drove data-driven omnichannel personalization strategies.

EDUCATION

BA in Business Administration

University of Washington

📅 1996

Sloan School - Exec. Education

Massachusetts Institute of Technology

📅 2014

SKILLS

Product Roadmaps Personalization

Solution Design CDP Pre-Sales

CRM API SQL Use Cases

MarTech Business requirements

Data Visualization Data Governance

Digital Transformation Data Science

data lake Reference Architecture

Technical / Business Feasibility

SaaS Cloud Enterprise Software

SOW Management Team Coaching

Project Management

People - Customer - Account Portfolio Management

Technology Strategy