

Travis Giffin

Director, Marketing Technology

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SUMMARY

Strategic Business Leader with expertise in deploying marketing technology to optimize automated campaigns, content deployment, and analytics. Proficient in training, coaching, and mentoring Marketing Analyst and Campaign teams, aligning business requirements with technical solutions, and enhancing platform efficiency. Skilled in implementing marketing systems and driving improvements through strategic data insights and agency/vendor management.

EXPERIENCE

Business and Marketing Technology Advisor (Freelance)

Gritstone Company (<https://gritstonecompany.com>)

8/2023 - Present

- Advised 8 startups on product roadmaps, platform selection, architecture, and marketing.
- For three separate clients, one achieved a 50% increase in customer growth, another secured \$3 million in capital investments, and the last one averted bankruptcy.
- Advised a Sales and Marketing VP team with GTM strategy for their SMB CDP product, including ICP targets and sales reviews.
- Guided a consulting agency on Adobe AEP solutions, leading to a prototype and faster time-to-market for their Travel industry client.
- Advised a CEO in the ETL/ELT/CDC space on competition and Sales GTM, resulting in 3 new clients.
- Advised a CEO of a Food Recovery company on creating a new data provider marketplace platform. Enhancing client value and positioning for future sales.

Principal Customer Success Architect (Seattle)

Tealium (<https://Tealium.com>)

06/2021 - 07/2023

- Co-led a global team of 10 CSA/Digital Strategists, enhancing cross-functional collaboration.
- Identified and mitigated \$70M of NRR at risk for over 300 Adobe clients.
- Spearheaded the initiative to join the Adobe Silver Partnership to prevent reducing monthly NRR churn of legacy Adobe contracts.
- Assisted the APAC sales team in securing three major CDP financial services clients from Adobe, valued at over \$2M in ACV.
- Established new OKR reporting processes, demonstrating \$100M in client outcome transparency over two years for NRR churn prevention.
- Reduced client churn for 50 AI/ML Predict ML product licenses, preserving \$2M in revenue.
- Led the creation of a new AI/ML product roadmap in collaboration with the Product Management team.

SKILLS

Leadership and Strategy

- Team Leadership & Management
- Martech Implementation Strategy
- Data-Driven Decision Making
- Strategic Business Planning
- Cross-functional Collaboration
- Relationship Building with Stakeholders
- Coaching and Mentoring Teams

Operational Management

- Agile and PMO Methodologies
- Process Optimization
- Metrics and Reporting Development
- Media briefs and SOWs
- Agency Management

Technical and Product

- Data/Martech Platforms
- CDP & CRM Platforms
- Adobe Experience Solutions
- AI, ML, & Attribution Models
- Security and Compliance
- Consent (GDPR, et al...)
- Data & Analytics Playbooks
- Personalization Use Cases
- Marketing Automation and Content Deployment
- Data Analytics and Insights Generation

Freelance CDP/Personalization Projects & Eldercare (Seattle)

Freelance

6/2020 - 6/2021

- Delivered technical sales support for a 300 ML model personalization platform, driving \$5M in new sales during COVID.
- Contributed to the M&A transition team for the new CDP vendor entity.
- Partnered with Sales to present new CDP platform to over 30 new prospects.
- Provided part-time eldercare for a parent while serving as Pre-Sales Consultant for a CDP/Personalization vendor.
- Coordinated medical assistance and grocery delivery during COVID for an elderly parent, managing 20-30 hours per month of project care.

Vice President Adobe Partnership (Maryland/NYC)

Blend (<https://Blend360.com>)

04/2019 - 06/2020

- Led and managed a new Adobe partnership team with five direct reports, securing \$250K in revenue in the first year with a major client, Goldman Sachs.
- Coached the team on extensive use of Adobe Experience Cloud products, enhancing overall team performance.
- Directed a junior consulting team for an Adobe Target and Analytics project, implementing agile processes for testing hundreds of treatments and experiments.
- Contributed to CDP sales pitches alongside executive partners, enhancing client acquisition strategies.
- Led various third-party partnership meetings, strengthening the new Adobe practice through strategic alliances.

Principal Pre Sales Solutions Consultant (Seattle)

Adobe (<https://Adobe.com>)

04/2012 - 03/2018

- Mentored over five Solutions Consultants/Architects in Analytics, Target, Launch, Audience Manager, Campaign, AEM, and Marketo.
- Secured \$30M in telecom industry contracts with AT&T and T-Mobile, leading to \$150M in extended ARR over four years.
- Contributed to over \$1 billion in ARR, supporting high-caliber enterprise sales teams over 10 years, including Omniture revenue.
- Achieved a \$400M quota in 2015 with the Sales and Service Engagement team, earning a promotion to Principal Consultant.

Various Roles: Pre Sales and Sr Director of Account Management

- **SAS Institute** - 01/2011 - 04/2012
- **iProspect** - 09/2009 - 01/2011
- **Accenture** - 01/2009 - 09/2009
- **Adobe (Omniture)** (Employee 80) - 03/2004 - 08/2008

MILITARY

US NAVY

Electronic Warfare Engineer
1986-1992

STARTUP PROJECT

KlearChoice Donation Platform

2011-2013

<https://github.com/tgiffin> - Code

EDUCATION

University of Washington

1993 - 1996

Bachelor of Arts

Massachusetts Institute of Technology

Sloan School Executive Education

APR 2014