

David Seaton

Experienced marketing professional, specializing in operations, analytics and leadership

CONTACT INFO

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Marketing professional with a proven track record of building first rate teams and scaling marketing's contribution to the business. Driving changes which increase the quality and quantity of marketing output and aligning marketing activity with revenue objectives. Building relationships and technology together.

EXPERIENCE

Quadient

NOVEMBER 2019- PRESENT

Director, Marketing Operations

- Expanded Marketing operations function to Quadient's parent company Neopost (now rebranded as Quadient.)
- Grew the marketing operations function team 4x in one year.
- Led technology integration across multiple product lines and business units.
- Initiated transformation of global marketing team to Agile marketing methodology (Scrumban.)
- Aligned pipeline model and metrics across multiple product lines and regions.
- Analyzed mergers and acquisitions, with respect to marketing technology, lead process and pipeline generation.
- Standardized core marketing processes (lead capture and routing, webinar launch, data upload and validation, global unsubscription etc..)

Quadient

MARCH 2015 - NOVEMBER 2019

Global Marketing Operations Manager

- Established marketing operations function from scratch at Quadient and associated companies (GMC Software, DMTI Spatial, Satori Software, Human Inference)
- Proved marketing ROI to C Level via dashboards and analytics
- Created marketing metric definitions and promoted company wide usage
- Implementation of platforms including Marketing Automation, sales enablement, budgeting , event management, business intelligence and others.
- Unified marketing to sales lead management, service level agreements and handover process.
- Training of both systems and best practices for marketing and sales.
- Management of marketing budget and software procurement.
- Increase campaign automation and speed to market.
- Salesforce business process design and documentation

OpenText

JUNE 2011 - MARCH 2015

Business Analyst

- Creation of enterprise lead scoring system
- Management of marketing and business development analytics
- Training of marketing specialists in various best practices in email and automation.
- Projections of campaign strategy
- Email and marketing automation execution

Eloqua

APRIL 2010 - JUNE 2011

Senior Product Specialist

- Process and campaign design for enterprise clients.
- API troubleshooting and API product roll out.
- Training of new specialists
- Documentation

Fidelity Investments

MARCH 2007 - JUNE 2008

Helpdesk Analyst / Electronic Support Service Specialist

Fidelity Investments

MARCH 2006 - MARCH 2007

Pension Specialist

EDUCATION

University of Toronto

Bachelor of Science, Cognitive Science and AI

Top flight education from one of the worlds premier centers of Artificial Intelligence. Skills include programming (various languages), psychology and project management

MIT Sloan School of Management

COMPLETED JAN 2018

Certificate - AI and Business Strategy

SKILLS

- **Technology** - Programming (Java, Apex, Python, HTML, CSS,XML), MS Office Products, Salesforce (administrative and programming), Marketing Automation (Eloqua, Pardot, Hubspot, Marketing Cloud), Slack, social media platforms, general SaaS and API knowledge, Allocadia, Bynder, Zapier etc.
- **Analytics and Project Management** -PMP (in progress), Six sigma greenbelt, Agile Marketing (Scrum and Kanban), Salesforce reporting and dashboards, marketing modeling (top down and bottom up), metrics definitions, Sirius framework, statistical analysis
- **Marketing and Sales** - Sales enablement, business development metrics, email marketing and nurturing, campaign optimization, demand generation, account based marketing, Agile Marketing
- **Leadership** - Onboarding, leading project teams, managing employees, executive presentations, yearly planning and budgeting

HONORS

Quadient Executive Choice Award

AUGUST 2021

Quadient

This award recognizes the top senior leaders at Quadient in the year it was given.

Virtual Technology Sales Enablement and Pre-sales Team of the Year - Silver

MAR 2017

Stevie Awards

The Stevie® Awards are the world's premier business awards. They were created in 2002 to honor and generate public recognition of the achievements and positive contributions of organizations and working professionals worldwide. In short order the Stevie has become one of the world's most coveted prizes.

<http://stevieawards.com/sales/2017-stevie%C2%AE-award-winners>

Markie Award Finalist

NOVEMBER 2012

Eloqua

The Markie Awards honour the best of modern marketing efforts from around the globe. I was honoured to be a finalist in the Lead Scoring category.

Marketing Innovation

SEPTEMBER 2012

OpenText

I was presented this award by the Vice President of Marketing at OpenText in recognition for my efforts at improving our

RECOMMENDATIONS

Steve Woods

AUG 22, 2011

CTO Nudge Software Inc.

Dave is one of the rare folks who sees an opportunity and jumps on it. Not once the bandwagon has already filled up, but when the opportunity is in its infancy. I had the pleasure of working with Dave as he saw a new area of our product having huge potential, and jumped in to truly lead the effort to make it successful. Today, that aspect of our product is a big success, and Dave's efforts in getting it there from the very earliest stages were instrumental in this.

Ryan Kelly

MAY 30, 2012

Vice President Marketing Platform, GoDaddy

David joined the OpenText team from Eloqua. We quickly realized that his skills went beyond strictly technical knowledge of the platform. Davids highly analytical thought process drove business improvement at OpenText thru the use of the Eloqua tool. Most recently, David built a highly adaptable, advanced enterprise scoring model which is beyond any I have seen in the marketplace. I recommend David both as a technical and business resource and more importantly as a hard working, loyal employee.