

Gabriel McIntosh

Marketing Executive | B2B SaaS

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PROFESSIONAL SUMMARY

Marketing executive with 20+ years of experience building high-performing marketing organizations and end-to-end demand generation engines for B2B SaaS companies. Proven track record leading marketing strategy, teams, and budget to accelerate pipeline growth and position companies for successful acquisition, including contributions to the growth trajectories of Episerver (2016–2019) and, more recently, Suvoda, ahead of their respective acquisitions. Combines executive-level strategic planning with hands-on fluency in content, demand generation, SEO/GEO, paid media, and AI-powered marketing technology to align marketing investment with revenue outcomes.

EXPERIENCE

Vice President, Digital Marketing — Suvoda

Aug 2021 – Present

- Lead marketing strategy and execution for a global B2B SaaS company during a period of rapid growth, driving demand and pipeline that supported Suvoda's positioning for acquisition and subsequent merger
- Drove a 36% compound annual growth rate (CAGR) in pipeline contribution from 2022–2024; scaled contribution several-fold in 2025 following a company merger, sustaining strong momentum into 2026
- Operate as a player-coach leading a lean, flat team of 5 (employees and external consultants) spanning marketing operations, web development, design, and advertising, while managing a seven-figure marketing budget across paid media, AEO/SEO, web development, and marketing operations
- Partner regularly with the C-suite and cross-functional leaders in Brand, Sales, Product Marketing, and Events, providing data and insights for board presentations and go-to-market strategy
- Redesigned the sales lead-handoff process for events, improving lead-to-pipeline conversion by over 100% within one year
- Led a full website overhaul as part of a company-wide rebrand
- Directed post-merger consolidation of web properties while maintaining SEO/GEO performance and lead-generation activity throughout the transition

Director, Digital Marketing — CGS (Computer Generated Solutions)

New York, Remote | Apr 2019 – Aug 2021

- Led digital marketing team across SaaS, consulting, outsourcing services business units
- Managed corporate web properties, including content production, CMS upgrades, design, development, security, SEO, SEM, and website acquisitions/mergers
- Enhanced the website prospect journey using behavior-based A/B testing and personalization
- Increased lead generation by ~100% over two years

Senior Manager, Digital Marketing — Episerver

New York, Stockholm, Remote | Feb 2016 – Apr 2019

- Planned and executed digital lead generation campaigns, helping the company reach 120% of sales goals annually
- Built an account-based marketing outbound strategy and website design/lead generation roadmap, contributing to the company's growth ahead of its later acquisition
- Trained website authors and developed content best practices across the global business
- Developed content for web, email, and business development outreach, and generated high-intent account lists for outbound efforts
- Administered paid media campaigns across Facebook, LinkedIn, Google, and Twitter

Manager, Digital Marketing — Itemize (SaaS Expense Management)

New York | Dec 2014 – Feb 2016

- Designed and executed marketing strategy growing from >100 SMB mobile app users to over 500,000 in less than 5 months on a conservative budget
- Managed the customer journey from top-of-funnel campaigns through engagement, conversion, and adoption, reducing friction and improving 90-day active user retention by over 30%
- Created learner videos to improve product understanding and user engagement

Manager, Digital Marketing — American Bar Association

Chicago, IL | Jul 2009 – Nov 2014

- Managed a digital marketing team to create award-winning integrated campaigns, including the “Be a Leader” acquisition campaign, which exceeded its recruitment goal by 219% (3,193 new members)
- Reduced dependency on external consultants, saving more than \$100K annually
- Developed multi-channel digital marketing initiatives that improved customer acquisition and retention

EDUCATION

Michigan State University — BS, Park, Recreation & Tourism Resources (now Community Sustainability)
School of the Art Institute of Chicago — Post-Bachelor's, Fine Art

SKILLS

Marketing Strategy & Growth: Digital Strategy, B2B SaaS Marketing Funnels, Demand Generation, Lead Generation

Channel & Campaign Execution: Email Marketing, Social Media Marketing, Digital Advertising, SEO/GEO

Analytics & Optimization: Web Analytics, A/B Testing & Personalization

Marketing Technology & AI: Web Content Management, Agent Building, AI for Marketers, App Building