JULIAN MERCER

B2B SAAS FIELD MARKETING MANAGER

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PROFESSIONAL SUMMARY

B2B SaaS Field Marketing Manager with 9 years building regional account programs, executive events, and partner workshops. Aligns buying-group engagement with territory plans and sales follow-up, measuring accepted opportunities and progression alongside delivery.

PROFESSIONAL EXPERIENCE

Senior Field Marketing Manager Jul 2023 - Present
Cloudflare, Austin, TX

- Owned a $1.4M regional program budget across 95 enterprise target accounts, planning events with 22 account executives.
- Built executive roundtables around active buying-group needs, generating 112 sales-accepted meetings across four quarterly programs.
- Defined sourced and influenced opportunity rules with Revenue Operations, reconciling $8.6M of influenced pipeline without double counting.
- Introduced account-owner follow-up plans before registration opened, raising completed follow-ups within five days from 54% to 89%.
- Reallocated partner funds toward technical workshops, lowering cost per accepted opportunity 26% compared with the prior event mix.

Field Marketing Manager Feb 2021 - Jun 2023
CrowdStrike, Austin, TX

- Created territory plans with Sales and channel partners for 14 security roadshows, reaching 310 priority-account contacts.
- Paired technical demonstrations with customer case discussions, increasing attendee-to-discovery-meeting conversion from 18% to 27%.
- Built account briefs identifying stakeholders, open questions, and opportunity stage so sellers could personalize event follow-up.
- Reviewed opportunity progression at 30 and 90 days, discontinuing two programs with high attendance but weak account engagement.

Field Marketing Specialist Sep 2019 - Jan 2021
SolarWinds, Austin, TX

- Planned 12 regional customer workshops with partners and account teams, generating 48 sales-accepted meetings across four territories.
- Created territory event briefs listing target accounts, open opportunities, and follow-up owners before registration opened.

Regional Marketing Coordinator Aug 2017 - Aug 2019

- Coordinated invitations, speaker preparation, and registration operations for 28 customer and prospect events across five territories.
- Reconciled registrations and attendance with CRM contacts, improving usable event records from 78% to 96%.
- Created sales follow-up kits with approved customer proof and session context, reducing post-event preparation by two days.

CORE SKILLS

Account-based marketing | Territory planning | Buying groups | Executive events | Partner workshops | Salesforce | Marketo | Pipeline attribution | Sales alignment | Budget planning | Vendor negotiation | Meeting qualification | Opportunity progression | Event operations

EDUCATION

B.B.A. in Marketing, University of Texas at Austin, Austin, TX

CERTIFICATIONS

HubSpot Inbound Marketing Certification