JULIAN MERCER

CHIEF MARKETING OFFICER

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PROFESSIONAL SUMMARY

Marketing executive with 18+ years in enterprise software, leading brand, demand, product marketing, and communications at public companies. Manages a $22M budget and aligns marketing with sales and product around one growth plan. Reports results to the executive team in revenue terms.

PROFESSIONAL EXPERIENCE

Vice President, Marketing Apr 2023 - Present
Box, Inc., Redwood City, CA

- Own a $22M marketing budget and a global team of 48 across brand, demand generation, product marketing, and communications.
- Led the go-to-market relaunch around AI-powered content management, helping lift new-logo pipeline 19% year over year after the relaunch.
- Moved 15% of program spend from broad awareness to partner and account-based motions, reducing payback period on paid programs from 17 to 13 months.
- Present quarterly pipeline and brand metrics to the CMO and executive leadership team.
- Created a joint planning council with sales and product leadership, giving the three teams a single launch calendar.
- Consolidated three agencies into one lead brand partner, saving about $1.8M a year.

Senior Director, Demand Generation and Field Marketing Jan 2019 - Mar 2023

- Led demand generation and field marketing for North America, growing marketing-sourced pipeline from $140M to $205M over four years.
- Redesigned the annual user conference as a hybrid event, reaching 22,000 registrants and lowering cost per attendee by 31%.
- Hired six managers and built a marketing operations function that reduced campaign launch time from 6 weeks to 3.
- Partnered with sales leadership on an enterprise customer reference program covering 120 accounts.

Senior Director, Demand Generation Mar 2014 - Dec 2018
Salesforce, San Francisco, CA

- Directed a team of 28 running email, paid media, and events for the Sales Cloud business, with a $21M budget.
- Increased marketing's contribution to bookings from 34% to 41% by implementing multi-touch attribution.
- Launched an inside sales development program of 40 reps that generated about $60M in pipeline in its second year.
- Created the first account-based marketing pilot for 150 enterprise accounts with sales, producing 31 opportunities in two quarters.

Director of Marketing Jun 2008 - Feb 2014
Adobe, San Jose, CA

- Led campaign marketing for Creative Cloud subscriptions, supporting the shift from boxed software to subscription with a 40-person extended team.
- Built the first regional marketing program for small business customers, reaching 1.2 million trial downloads in its first year.
- Managed the agency of record relationship and a $9M media budget, negotiating rates that saved about $700,000 in a single year.

CORE SKILLS

Marketing strategy | Brand positioning | P&L and budget ownership | Executive reporting | Demand generation | Account-based marketing | Product marketing | Marketing attribution | Executive team leadership | Agency consolidation | Global team building | Salesforce | Marketo | Tableau

EDUCATION

Master of Business Administration, University of California, Berkeley, Berkeley, CA

CERTIFICATIONS

Google Analytics Certification, Google