

MISSI CARMEN

GTM EXECUTIVE | CHIEF MARKETING & REVENUE OFFICER

Boca Raton, FL | 410.908.2461 | melissa.r.carmen@gmail.com | linkedin.com/in/missicarmen | revopscmo.com

EXECUTIVE PROFILE

Chief Revenue Officer & Cybersecurity GTM Leader with a proven track record of scaling marketing, sales, sales engineering, and customer success. Early adopter of enterprise AI adoption and governance (Nov 2022–Present), having set up full revenue teams' AI policies and deployed custom AI solutions—from automated RFP search engines to internal enablement bots and functional role co-agents—that streamline operations. Direct experience taking resource-constrained GTM teams, tightening execution across pipeline and renewals, and reporting directly to board leadership no predictable growth.

LEADERSHIP CAPABILITIES

GTM Strategy | Revenue Operations | AI Enablement | Digital Transformation | Sales Leadership | Pipeline & Forecasting | Customer Lifecycle | Marketing Transformation | Product Marketing | Analytics & Attribution | Board Advisory

EXECUTIVE EXPERIENCE

SAFETICA | AI-powered data security, DLP, and insider risk platform

Chief Revenue Officer

2026–Present

Promoted from Global CMO to lead Marketing, Sales, Sales Engineering, and Customer Success across the full customer lifecycle and global regions.

- Built a disciplined revenue cadence using weekly deal inspection and three-scenario forecasting, turning RevOps into the primary source of truth for pipeline and growth.
- Unified lifecycle metrics and qualification criteria across Marketing, Sales, and CS to establish clear accountability from initial prospect contact through expansion.
- Rolled out AI policies and practical use cases across four revenue functions. Built an internal AI-powered RFP database for Sales Engineering and a custom Sales Ops chatbot to resolve routine rep inquiries automatically.
- Lifted ICP renewal rates from 88.8% (Q1 2026) to 119.9% (W2 2026) by leading targeted cross-functional retention initiatives.
- Delivered 99.92% net revenue retention through Q2 2026 while integrating Customer Success into revenue forecasting and strengthening earlier renewal-risk identification.

Global Chief Marketing Officer

2025–2026

Scaled marketing from 0 to 9 FTEs across North America, EMEA/APAC, and LATAM, bringing brand, demand gen, product marketing, AR/PR, and ops under a single strategy.

- Generated \$4.0M in USCA pipeline on a \$1.13M global program budget, delivering an 18:1 pipeline-to-spend ratio across top-performing campaigns.
- Repositioned Safetica from traditional DLP to an AI-powered Intelligent Data Security platform, driving 72% of total USCA pipeline through marketing.
- Attributed \$1.58M in new-business pipeline to five campaigns from \$87K in spend, an 18:1 pipeline-to-spend ratio, while marketing accounted for 72% of current USCA pipeline through November 2025.
- Overhauled HubSpot automation and routing rules to fix source attribution, pipeline reporting, and executive dashboards.

SPIRION | Sensitive data discovery and cybersecurity software

2022–2025

Chief Marketing Officer

Stepped in to align GTM strategy, pipeline, and retention during a transition period without a Head of Sales, managing Marketing, RevOps, Enablement, and BDRs.

- Co-created Spirion's cross-functional AI Council to set up internal data privacy rules, evaluate MarTech tools, and deploy specialized AI co-agents for marketing roles.
- Grew pipeline to \$22M in 2023 (13% over target) and drove 49% of all 2024 pipeline through marketing-sourced efforts.
- Introduced AI content workflows and campaign tools starting in late 2022, helping the team cut CAC by 35% (from \$10K to \$6.5K) while maintaining pipeline quality.
- Doubled opportunity-to-CW CVR from 10% to 20% through stronger sales enablement, funnel discipline, and Sales Ops.
- Increased net revenue retention from 79% to 96% and gross customer retention from 76% to 85% through automated outreach, customer marketing, reference selling, and service bundling.
- Saved more than \$235K through MarTech consolidation and media reallocation while delivering \$17M in pipeline against a \$17M target despite a 44% demand-generation budget reduction.

EXECUTIVE EXPERIENCE CONTINUED

CONCENTRIX | \$6.3B publicly traded global CX and technology company

Apr-Nov 2022

Senior Director, Integrated Marketing & Technology

Brought in to shift Global Marketing from a support desk model into a measurable pipeline engine.

- Overhauled global marketing operations, standardizing workflows, asset production, and performance tracking across enterprise business units.
- Cut GTM launch timelines by introducing a rapid-launch framework within 90 days, aligning enterprise marketing directly with regional business units.
- Modernized lead routing and CRM tracking in partnership with a 25-person Inside Sales team, giving leadership real-time visibility into conversion rates and pipeline data.

OPSWAT | Critical infrastructure cybersecurity software

Oct 2021-Mar 2022

Vice President, Marketing

Led a 23-person global team spanning GTM strategy, product marketing, demand gen, BDRs, and marketing operations.

- Tripled new-logo opportunities (+200% QoQ) and boosted marketing-attributed pipeline by 130% by rolling out experimentation frameworks and product-led growth initiatives.
- Standardized GTM execution across a new MarTech stack, media tracking system, and performance dashboards to align quarterly OKRs directly with acquisition goals.
- Advised board leadership on global GTM performance, resource allocation, and market expansion risks.

SYKES, NOW FOUNDEVER | \$1.7B publicly traded global CX and BPO company

2019-2021

Director, Global Marketing & Digital Strategy

Built and managed the global digital marketing team (8 FTEs) covering ABM, marketing ops, web, social, and analytics.

- Grew marketing-attributed revenue 148% YoY, while boosting sales-qualified leads by 54% and sales-qualified opportunities by 115%.
- Ran targeted multi-channel GTM campaigns grounded in vertical research and competitive intelligence to equip sales teams and capture enterprise demand.

SCRIBBLELIVE, ACQUIRED BY ROCK CONTENT | B2B SaaS content experience platform

2017-2019

Vice President, Global Marketing

Led a 15-person global team across acquisition, retention, partner marketing, operations, and demand generation during an M&A transition.

- Increased MQLs 233% over the prior best quarter through sharper persona targeting, customer feedback, marketing automation, and content reuse.
- Aligned monthly campaign forecasts, pipeline drivers, and revenue goals with C-suite and global Sales priorities.

Senior Manager, Marketing | Vkidz, acquired by Cambium Learning

2017

- Led acquisition and retention programs, increasing new subscription leads 14% year over year through channel strategy and A/B testing.

Vice President, Digital Strategy & Analytics | Starmark

2015-2017

- Led an Agile team serving travel, e-commerce, and SaaS clients, developing multi-channel GTM strategies aligned to revenue and pipeline goals.

Vice President, SEO | M&T Bank

2014-2015

- Led enterprise SEO strategy and increased organic search application completions 24% through digital optimization.

Additional Experience

2011-2014

Director, Search & Analytics, StraighterLine | SEO Manager, Under Armour

TECHNOLOGY & OPERATING PLATFORMS

AI & Operational Automation: Custom AI Co-Agents, Enterprise AI Policies & Governance, ChatGPT, Claude, Jasper AI, Midjourney, Microsoft Copilot, Sales Ops AI Chatbots

CRM & Marketing Automation: HubSpot, Salesforce, Marketo, Pardot, WordPress

ABM, Sales Enablement & Intent: 6sense, Demandbase, Terminus, Apollo, Salesloft, Outreach, Gong, ZoomInfo, Vidyard

Analytics & Revenue Intelligence: Fabric/Power BI, Adobe Analytics, Google Analytics 4, Tableau, Sisense

Digital Media & SEO: Optimizely, Hotjar, Google Ads, Microsoft Ads, Meta Ads, Conductor, BrightEdge, Ahrefs

EDUCATION & CREDENTIALS

Master of Science, Information Technology | University of Maryland

Bachelor of Science, Marketing Communications | University of Baltimore

B2B Marketing Foundations PRO | SiriusDecisions, 2020