BRAND. DEMAND. WHERE YOU STAND.
MARKETING & PRODUCT LEADER

Shannon E Kreps

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SUMMARY

Senior B2B SaaS marketing executive with 25+ years of experience building and scaling marketing functions across enterprise software, procurement, supply chain, finance, and AI-driven markets. Experience leading lean and global teams focusing on product marketing, content creation, analyst relations, sales enablement, PR, GEO/AEO, customer advocacy, and demand generation for enterprise software companies. Known for translating complex technology into clear market narratives, building AI-powered marketing operations, and aligning marketing with revenue growth. Proven track record increasing sourced pipeline from $1M to $10M+ at Raindrop, from $5M to $40M at Arkestro, and supporting Medius' growth from approximately $35M to $65M in global revenue. Combines strategy, storytelling, and hands-on execution to turn ideas into adoption and revenue generation.

CORE COMPETENCIES

Storyteller | Marketing Strategy | Product Marketing | Field Marketing | Go-to-Market Strategy | Enterprise Positioning | Brand Strategy | Analyst Relations | Public Relations | Demand Generation | Marketing Operations | ABM | SEO/GEO/AEO | Website Strategy | Customer Advocacy | Sales Enablement | Event Management | Executive Communications | Procurement Technology | Source-to-Pay | AI Messaging | Martech | Claude Cowork | HubSpot | ZoomInfo | Salesforce | 6sense

Dual UK/US Citizen

PROFESSIONAL EXPERIENCE

Vice President Marketing | November 2024 – August 2026

Raindrop Systems | Remote; company based in San Jose, CA

Agentic Source-to-Pay platform helping enterprise procurement and finance teams manage commitments, not just costs. Executive leader responsible for global demand generation, product marketing, analyst relations, public relations, partner marketing, marketing operations, and revenue acceleration. Member of the executive leadership team reporting to the Co-Founder and COO.

Brand, Product Marketing & Enterprise Positioning

- Led a comprehensive brand refresh and repositioning effort across messaging, digital presence, and market narrative.
- Owned website strategy, content, and performance as a core growth channel.
- Led product marketing and messaging strategy for intake and orchestration, partnering with Product leadership on roadmap communication and differentiation.
- Led Sales Enablement strategy by building customer stories, proof points, case studies, event narratives, and advocacy assets to translate product value into market evidence.

Analyst & Industry Leadership

- Led analyst strategy and vendor briefings with Gartner, IDC, and The Hackett Group to elevate visibility within competitive S2P market. Achieved first-ever position on Gartner MQ for Source to Pay as an honorable mention and elevated Raindrop into the Leadership Category in the IDC Marketscape.
- Developed positioning narrative within enterprise procurement and ERP cloud ecosystem.

AI & Growth Innovation

- Established an AI-first marketing operation utilizing Claude, ChatGPT, and agentic workflows for content creation, market intelligence, SEO/GEO optimization, sales enablement, and BDR research, enabling a small team to generate $10M+ in sourced pipeline.
- Led company-wide Generative Engine Optimization (GEO) strategy to extend visibility across AI-driven discovery platforms alongside traditional SEO.
- Launched proprietary research initiatives to strengthen brand authority and accelerate inbound demand generation.

Revenue & Demand Generation Leadership

- Increased marketing-sourced pipeline from $1M annually to $10M in year one and on pace to generate $25M in 2026.
- Exceeded demand generation targets by 450%, helping drive 100% company revenue growth.
- Built and led a lean marketing organization of 4 employees plus external PR, SEO, GEO/AEO, and web agencies.
- Owned global demand generation and digital strategy across performance marketing, ABM, website, events, partner marketing, and executive programs.
- Partnered closely with Sales and Partner leadership to accelerate enterprise pipeline and increase marketing-sourced and influenced revenue.
- Managed and optimized the marketing technology stack, including campaign, attribution, intent, and revenue intelligence tools such as HubSpot, ZoomInfo, and Apollo.io to improve targeting, execution, and performance visibility.

Vice President Marketing | December 2022 - November 2024

Arkestro | Remote; company based in San Francisco, CA

Executive leader on CEO's leadership team, responsible for global demand generation, product marketing, analyst relations, and revenue acceleration for an AI-native sourcing optimization platform. Supported 50% YoY ARR growth by aligning marketing execution to enterprise pipeline and market position.

Enterprise Positioning & Product Marketing

- Repositioned the company narrative from point AI solution to enterprise-grade procurement optimization platform.
- Led full brand transformation, including messaging architecture, website rebuild, and CMS migration within first four months.
- Developed value frameworks targeting VP and CXO personas across Finance, Manufacturing, and Supply Chain.

Analyst & Market Influence

- Executive lead for analyst engagement with Gartner and Hackett Group.
- Prepared and delivered vendor briefings with CEO, VP Product, and Chief Strategy Officer.
- Elevated Arkestro's positioning within AI-driven procurement narrative.

Organizational & Cross-Functional Leadership

- Led and developed a marketing organization of 7 direct reports, including Demand Generation, BDR, SDR, Content, Design, as well as external PR and web agencies.
- Aligned founders, Product, Sales, and Board around unified growth strategy.
- Integrated marketing performance reporting into executive decision-making.

Revenue & Growth Leadership

- Increased marketing-sourced pipeline from $5M to $40M while supporting ARR growth from $2M to nearly $10M during an 18-month period.
- Built demand generation and ABM programs that consistently exceeded qualified pipeline targets and accelerated enterprise deal creation.
- Established stage-gate pipeline methodology tied to revenue forecasting and sales accountability.
- Partnered with Sales leadership to accelerate enterprise deal velocity and improve marketing-sourced pipeline contribution.
- Developed and executed ABM strategies focused on high-value target accounts and priority industries, aligning personalized campaigns across sales and marketing to drive engagement, pipeline growth, and enterprise revenue opportunities.
- Owned global marketing budget and resource allocation across digital, performance, events, PR, and martech.

Vice President Product Marketing & Marketing Communications | January 2020 - December 2022

Medius | Remote; company based in Stockholm, Sweden

Global SaaS spend management platform serving SMB and mid-market enterprises. Led global product marketing and communications strategy across Source-to-Pay portfolio, including integration of acquired platforms Wax Digital and OnPay Solutions / Medius Pay.

Strategic Impact

- Built the product marketing, content, and analyst relations foundation that supported Medius' growth from approximately $35M to $65M in global revenue during tenure.

- Helped increase North American pipeline coverage from approximately $1M per quarter to more than $4M per quarter, contributing to $30M+ in annual pipeline creation.
- Developed content, analyst relations, executive presentations, and thought leadership programs that supported accelerated growth across North America.
- Directed enterprise positioning across procurement, AP automation, and payments solutions with evolving AI platform.
- Built global product launch playbook used across North America and EMEA.
- Developed value-centric messaging aligned to CFO and CPO personas.
- Created ROI tools and executive sales enablement frameworks to support enterprise deal cycles.
- Drove demand generation content strategy deployed through global field marketing teams.

Thought Leadership & Brand Elevation

- Launched Medius AP Benchmark Report as primary industry research asset.
- Produced award-winning Accounts Deceivable podcast.
- Served as executive spokesperson at industry events including Ardent Partners, SIG, and Spend Matters.

Organizational Leadership

- Led a global team of 12 across Product Marketing, Content, Customer Marketing, Design, SEO, and Communications spanning the US, UK, and Sweden as well as managed PR agency and global content programs.
- Partnered with Sales and Customer Success to scale enterprise pipeline.

Director Product Marketing | May 2017 – December 2019

Rizing | Remote; company based in Stamford, CT

Led product messaging and go-to-market strategy across SAP-focused solution portfolio supporting ERP, HCM, and industry-specific platforms.

- Developed differentiated positioning for products enhancing SAP ecosystems.
- Designed integrated digital and event-driven go-to-market programs.
- Led marketing integration strategy during acquisition of 3D Results.
- Built customer reference and advocacy programs.

EARLIER CAREER

Held progressive roles across Oracle (United States and United Kingdom), Ariba, Grant Thornton, insightsoftware, and Rizing spanning product management, product marketing, field marketing, solution consulting, partner strategy, analytics, and enterprise software sales support. Built deep expertise in complex B2B enterprise buying motions, ERP ecosystems, procurement and finance workflows, analytics, and cross-functional go-to-market strategy. Developed competitive positioning, executive demos, customer reference programs, sales enablement, and industry-specific value propositions for global enterprise audiences.

EDUCATION

ST 513 Statistics for Management, NC State Department of Statistics | May 2015

Bachelor of Arts, The College of William and Mary in Virginia | May 1995

AWARDS, ACCOMPLISHMENTS & OUTSIDE INTERESTS

- Speaker at national and local events across North America and Europe on topics including AEO/GEO Optimization, data and analytics, women in technology, and public speaking best practices.
- Outreach volunteer with TechGirlz, a nonprofit inspiring girls to explore technology; deliver facilitated workshops to middle school girls.
- Founding member of Data Scientista Society, a collective of women involved in data analytics.