

Matthew Lee

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Senior-level B2B marketing technologist, demand generation and operations leader.

Extensive experience delivering revenue solutions for regulated healthcare, biotech, medical device, and B2B SAAS. Proven track record of generating qualified sales pipeline through digital demand generation tactics.

Seasoned sales and marketing operations manager of complex projects, teams, and external partners.

I help to create a collaborative, data-led and fun culture of excellence and shared rewards.

I seek organizations that share my core values of integrity, accountability, trust, and autonomy.

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- CRM and Marketing Automation Architect
 - Digital Lead Gen, SEM & ABM campaigns
 - HIPAA, GDPR, CCPA marketing compliance
 - Strategy, research and business analytics
 - Team leader, coach, and recruiting partner
 - Digital marketing project leadership
 - Salesforce admin & power user
 - Tableau, Excel, SQL, reporting and dashboards
 - Google Analytics & Tag Manager
 - Google, Facebook and LinkedIn ads
 - Business Process Development
 - Python, Javascript, SQL databases, HTML/CSS

Director, Marketing and CRM Operations - Certis Oncology - San Diego, CA

11/2020 - present

Launched CRM, demand generation and sales operations for series-B funded, CLIA-certified preclinical oncology CRO and data science platform. Led marketing initiatives for *in vitro*, *in vivo*, molecular diagnostics, NGS, and data science.

- Led brand launch including implementation of corporate website, social presence, CRM stack.
- Led multi-channel digital demand generation campaigns generating over \$2M in sales-qualified B2B revenue opportunities in less than 18 months.
- Implemented Salesforce CRM and developed processes for lead management, opportunity management, revenue forecasting, and performance reporting.
- Developed CRM reporting to C-Suite and supported board presentations with business analysis.
- Partnered with regulatory leaders for digital compliance in communications, advertising and marketing.
- Managed external and agency partners including web developer, graphic designer, scientific copywriter.
- Integrated SAAS scientific database apps to CRM and marketing automation platform.
- Managed digital operations for COVID testing in partnership with County of San Diego and Palomar Hospital in Escondido. Generated over 100k in revenue at 800% ROI on digital ad spend.
- Serve as layperson on IACUC animal welfare committee, AALAS Certified 12/21

Head of Marketing Service Operations - Motionstrand Agency - San Diego, CA

10/2018 - 11/2020

Sales and marketing operations leader for a digital healthcare, pharma and life science agency. Hired by the board as a turnaround executive. Implemented a comprehensive financial and client service operations improvement plan which resulted in record profitability and positioned the agency for sale or investment.

- Developed the demand generation and marketing automation service offering.
- Implemented Salesforce CRM and formal sales process. Launched account management team.
- Created a formal program for agency marketing including events, awards and client referrals.
- Led re-alignment of staffing, compensation, onboarding, recruiting & employee engagement process.
- Led a team of 25 direct and indirect reports including account managers and digital marketers.

Head of Marketing Service Operations - BusinessOnline Digital Agency - San Diego, CA 4/2010 - 6/2018

Led marketing service and sales operations for a B2B digital demand generation agency with a focus on CRM, SEM and marketing analytics. Promoted multiple times to ultimately lead a team of 30 direct and indirect reports including account managers, digital strategists, advertising managers and marketing analysts.

- Developed and improved the core demand generation service offering and sales process.
- Product architect of the Data Weld marketing analytics platform, built with Tableau, Python & AWS.
- Led sales and marketing operations, account services and strategy for east and west coast offices.
- Led due diligence and operational integration of two successful agency acquisitions.
- Served as senior digital strategist and sales consultant for B2B SAAS, industrial and technology clients.

Team Lead - Digital - AMN Healthcare Services, Inc. - San Diego, CA 4/2007 - 4/2010

Full-stack web development team lead focused on digital marketing, web applications and enterprise data integration. Worked closely with business, IT, marketing stakeholders to execute on major automation projects.

- Led an engineering team that developed a SAAS timecard automation product to eliminate 3,000 weekly paper faxes for payroll, integrating with Peoplesoft, Oracle and custom enterprise apps.
- Led development of marketing automation infrastructure to syndicate job postings from multiple internal databases to 30+ web properties.
- Led implementation of unit testing framework, SCM, and O/R entity mapping.

Senior Web Developer - San Diego, CA 2001 - 2007

I spent nearly a decade in progressively challenging web application and SAAS engineering roles in San Diego's tech and biotech industry. I primarily focus on marketing technical operations, but still have hands-on (but a bit rusty) coding skills with Python, SQL, Javascript, and AWS, and the benefit of over a decade of web development experience solving complex technology problems.

- **Senior Web Developer - CaseRev, Inc - San Diego CA - 2005-2007**
Full-stack web developer for a SAAS startup. Vendor management product for the insurance industry. CaseRev was liquidated as part of a bankruptcy proceeding in 2007.
- **Senior Web Developer - Backbone Software, Inc - San Diego, CA - 2003-2005**
Full-stack web developer for a backup software publisher. Developed multiple web applications including license and release management automation. Backbone is now part of Quest Software.
- **Web Developer - Avencom LLC - San Diego, CA 2001 - 2003**
Full-stack web developer for a digital agency. Avencom was acquired by Red Door Interactive in 2003.
- **Web Developer - Orbigen, Inc - San Diego, CA 2000 - 2001**
Full-stack web developer for biotech startup. Orbigen was acquired by BioCarta, Inc in 2001.

Education

San Diego State University - California State University - BA, Graphic Design 2003

UCSD Extension - Financial Accounting for Non-Accountants: (2011)

UCSD Extension - Multiple courses: C/C++ programming (2007),

UCSD Extension - Multiple courses: Statistics & Data Science (2015-16)

Select Client Engagements

Pharmaceuticals

Avanir Pharmaceuticals (Neudexta)
Greenwich Biosciences (Epidiolex)
Urovant Sciences (Gemtesa)
Pfizer

Life Sciences

Thermo Fisher Scientific
Eurofins Scientific Discovery
EBD Group Life Sciences

Healthcare

Becton Dickinson
AMN Healthcare
OneDigital
Sharp Healthcare
Sharp Health Plan
Senior Resource Group

Consumer Brands & eCommerce

Milgard Windows & Doors
Watkins Hot Spring Spas
Delta Faucets
Kwikset
CSAA Auto Insurance
Stone Brewery
Modern Times Brewery
Karl Strauss Brewery

Software & SAAS

6Sense
Basho
Birst
Bizo
Blackline
Brightcove
Cape
Caringo
CipherCloud
Conversica
Cordial
Cornerstone
Enablon
Epicor
Eset
FireEye
IQMS
Lithium
MindBody
Mitchell International
Newgen
Pros
Raken
SmartRecruiters

Large Enterprise & High Technology

ARM
Dell (Quest / Bakbone)
GE Oil & Gas (Baker Hughes)
HP
HPE
Micro Focus
NetApp
Siemens
Sony
Sybase
Teradata
Workday

Media and Connectivity

ABB Tropos
DirecTV for Business
Equinix
Ooma
TEN: The Experience Network
TDS Telecommunications