

# Aaron Kvitek

El Segundo, California 90245

+1-310-975-4650 / [aaron@aaronkvitek.com](mailto:aaron@aaronkvitek.com)

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|-----------------------------|---|
| <b>Profile</b>              | <p>B2B product marketing strategist specializing in market analysis, positioning, and crafting messaging narratives that drive results. Listener. Learner. Leader. Experience from American Express to bootstrapped startups. Kellogg MBA.</p> <ul style="list-style-type: none"><li>• <b>Market Analysis.</b> In-depth competitive assessments, persona development, pain/gain mapping, product roadmap.</li><li>• <b>Go-To-Market Planning.</b> Targeting, unique value propositions, messaging, pricing strategies, performance metrics.</li><li>• <b>Generative AI.</b> Leveraging ChatGPT for data insights. Identifying use cases for integrating genAI into products.</li><li>• <b>Branding.</b> Shaping, promoting, and reinforcing brand stories and experiences for mature as well as new products.</li><li>• <b>Sales Enablement.</b> ISR and SDR training. Impactful collateral. CRM insights. KPI-based goal setting and incentive plans.</li><li>• <b>Content Creation.</b> Producing compelling content for sales collateral, websites, videos, digital ads, etc.</li><li>• <b>Lead Generation.</b> Driving MQLs through SEO, SEM, email campaigns, social media, tradeshow, and PR initiatives.</li><li>• <b>Data-Driven Decision-Making.</b> Utilizing analytics to guide strategic choices, set KPIs, and ensure accountability.</li><li>• <b>Employee Empowerment.</b> Respected coach providing vision and tools to succeed. Motivational sense of humor.</li><li>• <b>Global Readiness.</b> Understanding of cultural and business differences. Extensive global business travel.</li><li>• <b>Entrepreneurial.</b> Outside-the-box thinking that drives innovation and inspires passion to succeed. Wearing many hats.</li><li>• <b>Problem Solver.</b> Strategic, analytical thinker with creative edge. Action-oriented. Self-starter.</li><li>• <b>Transferable Skills.</b> Demonstrated ability to excel in new roles and industries, quickly contributing meaningful impact.</li></ul> |
| <b>Experience</b>           |   |
| <b>Apr 2020 to Present</b>  | <p><b>VP Solutions Marketing, Aurea.com (ESW Capital) – El Segundo, California (remote)</b></p> <p>Elevating the product positioning, messaging, and pricing strategies for acquired B2B SaaS companies using a structured framework for gathering and analyzing buyer and market insights. Facilitating cross-functional input and alignment on all marketing, sales, support, and product development initiatives. Integrating ChatGPT into the GTM planning framework.</p> <ul style="list-style-type: none"><li>• Conducting buyer interviews to identify pains, use cases, and goals.</li><li>• Analyzing market trends and competitive landscape, including how LLMs can enhance a product's ability to drive value.</li><li>• Translating buyer and market insights into compelling value proposition messaging and product roadmaps.</li><li>• Developing pitch decks, landing pages, email templates, ads, explainer videos, one-sheets, and knowledge base articles.</li><li>• Training sales reps on messaging and positioning. Grading sales call recordings. Providing sales rep coaching.</li></ul>   |
| <b>Jan 2019 to Mar 2020</b> | <p><b>Product Management Consultant, Stealth EdTech SaaS Start-up – El Segundo, California (remote)</b></p> <p>Hired to restart the stalled product development process for a university faculty planning and budgeting SaaS solution. Rebuilt relations with the sponsoring administrators at a major California university. Established a structured process for identifying faculty planning workflow inefficiencies and unmet stakeholder needs. Prepared and presented pitch decks that helped secure two additional rounds of funding from the university.</p> <ul style="list-style-type: none"><li>• Interviewed target users. Translated requirements into product roadmap, UI/UX wireframes, and technical specifications.</li><li>• Created regional and nationwide go-to-market plans that included pricing, sales, marketing, and PR strategies.</li><li>• Drafted executive summary, financial forecast, and pitch deck for VC presentations.</li></ul>   |
| <b>Jul 2015 to Dec 2018</b> | <p><b>SVP Strategic Marketing, Trellian.com - Los Angeles, California</b></p> <p>Introduced structured approach for analyzing market threats and opportunities that resulted in first-ever B2B marketing and sales enablement plan for 13-year-old Trellian.com ad network and Above.com website traffic monetization business units. Trained and supervised on-site and remote marketing and sales teams. Modernized brand image.</p> <ul style="list-style-type: none"><li>• Analyzed buyer pains and competitor solutions. Identified product enhancement and positioning opportunities.</li><li>• Lead generation initiatives involved new website design/content, tradeshow sponsorships and booths, segmented email marketing, social media campaigns, explainer videos, and press releases.</li><li>• Created sales collateral and pitch decks. Selected and configured Hubspot CRM to manage leads and prospects.</li><li>• New and re-activated client accounts produced average annual growth rate of over 80%.</li></ul>   |
| <b>Nov 2013 to Jun 2015</b> | <p><b>Chief Marketing Officer, Endurance BioBarrier – El Segundo, California</b></p> <p>Identified B2B and B2C go-to-market strategies for new, non-toxic mold and mildew prevention spray that significantly outlasted other products. Authored business plan, including P&amp;L forecast, for this bootstrapped start-up.</p> <ul style="list-style-type: none"><li>• Conducted consumer and commercial market research to develop competitive positioning strategies.</li><li>• Copy writing and creative direction for print ads, brochures, flyers, product labels, social media, and explainer videos.</li><li>• Sales team training, collateral development, RFP deck preparation, and setup of Pipeline CRM tool for lead management.</li><li>• UI/UX design and content development for new WordPress e-commerce site at <a href="http://www.GuaranteedMoldPrevention.com">www.GuaranteedMoldPrevention.com</a>.</li><li>• Developed survey for TV's DIY Network that confirmed strong "intent to buy" and revealed competitive positioning angle.</li><li>• Provided content and samples to influential home improvement bloggers whose reviews doubled sales at Amazon.</li><li>• Drafted the RFP for Home Depot that resulted in getting approval for 4 SKUs to be posted for sale on their website.</li><li>• Amazon product descriptions produced off-the-chart conversion rates of over 20%.</li></ul>   |

- Aug 2013 to Oct 2013**     **Brand Consultant, Confidential Client – Los Angeles, California**  
 Developed marketing plan to rebuild brand credibility and reverse 5-year decline in revenue for 40-year-old company.
- 2007 to 2013**     **VP Corporate Marketing & Communications, Oversee.net – Los Angeles, California,**  
 Developed B2B and B2C marketing and sales initiatives designed to acquire market share and prevent churn. Participated in CEO's weekly executive team meetings, providing input on business unit brand building and product roadmap initiatives.
- For consumer travel and finance business units, compelling new landing pages, content strategies, and SEM strategies increased email subscribers from 200,000 to nearly 5 million members.
  - Increased DomainSponsor AdSense business to include monetization of 6 million websites with 250M unique visitors.
  - General Manager of the DomainFest Global Conference series. Goal was to enrich the brand experience for DomainSponsor clients and prospects. Hired marquee fireside speakers such as Steve Wozniak (Apple founder), Bob Parsons (GoDaddy founder), Tony Hsieh (Zappos Founder), and Biz Stone (Twitter Co-founder). Developed innovative educational programming and networking activities. Year-over-year increases in attendance and sponsor revenue.
  - Provided training to sales and marketing staff in new European office. Six consecutive quarters of growth above goals.
  - Asked by new CEO for insights on reshaping corporate vision, setting strategic priorities, and improving company culture.
- 2005 to 2007**     **VP Marketing, World Shoes & Accessories (Acquired by UBM) – Encino, California**  
 Developed re-branding strategies to facilitate transition from a non-profit trade association to a for-profit service provider of footwear industry news magazines and tradeshow that connect manufacturers with retail buyers.
- Produced new logo, website, and advertising design elements to support a more modern brand image.
  - Revamped service offerings and value propositions to justify significant magazine ad rates and tradeshow booth prices.
  - Created first-ever marketing and sales enablement plans with \$4M budget. Conversion rates exceeded goal by 50%.
- 2001 - 2005**     **Co-founder & VP Marketing, Sales & Operations, GolfingInnovations.com – Santa Monica, California**  
 Produced and executed integrated marketing, sales, PR and brand building plans utilizing combination of online and offline channels targeting promotional product distributors and consumers. Designed unique UI/UX for online shoppers looking for innovative golf equipment solutions and gifts.
- Patented a unique golf tool praised by editors of promotional marketing magazines. Featured on local ABC TV News.
  - Increased number of distributor reps selling the patented golf tool from zero to 5,000 in first 18 months.
- 2000 – 2001**     **Co-founder & VP Product Management, MyNeighborSaid.com – Santa Monica, California**  
 Created specifications for online local merchant rating SaaS platform for yellow page websites years before web 2.0 user-generated content became the rage. Surveyed consumers and local merchants to identify needs and concerns.
- 1990 - 2000**     **American Express Prepaid Stored Value Group (Previously American Express Travel Related Services)**  
 Worldwide sales of \$27B in travelers cheques and gift cheques distributed via financial institutions and travel agencies.
- (1998 – 2000) Head of Special Projects – Los Angeles, California**  
 Led global team of top performing marketing, sales and finance colleagues in special project to find ways to increase share of wallet against cash/credit cards. Chief liaison with consultants from The Monitor Group. Reported to division president.
- First year net income increased 50% above project goal.
- (1996 – 1998) Sr. Director, International Market Management – Los Angeles, California**  
 General management duties included hiring, training, goal setting and performance improvement plans for regional general managers, sales teams, and business analysts. Produced regional marketing and sales enablement plans and growth goals. Reported to EVP International Marketing and Sales. Prepared and presented international KPI's and growth strategy updates at division President's executive team meetings.
- Distribution channel market share grew by \$1.8B, \$1.9B, and \$1.6B in 1996, 1997 and 1998, exceeding aggressive goals.
- (1994 – 1996) Director, International Market Planning & Development – Frankfurt, Germany**  
 Established European head office for this division. Developed first-ever integrated marketing, sales, operations, and technology plans. Overcame resistance to change. Spearheaded distribution partner account based marketing (ABM) plans.
- B2B distribution channel and sales enablement strategies increased market share by 13% in 1995 after six years of stagnation. Employee and distribution partner satisfaction scores improved in 1995 despite mandated 10% reduction in sales and support staff.
- (1990 – 1994) Sr. Manager, Market Planning & Development – Chicago, Illinois**  
 Created regional business plans. Supported sales team with collateral and CRM tools. Developed new KPI tracking system.
- Education**     **Kellogg School of Management – Northwestern University – Evanston, Illinois**  
 M.B.A. with concentrations in Strategic Planning, Finance and Information Technology. Graduated with honors.
- Northwestern University – Evanston, Illinois**     B.S. in Industrial Engineering and Management Science.