

# JON B. ROBISON

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## CHIEF MARKETING OFFICER

***Forward-thinking, authentic C-Level Officer with distinguished track record of growth, marketing strategy, results, profitability, and transformation across multibillion-dollar businesses in highly competitive global markets.***

Expertise building international scalable businesses, expanding revenue streams, achieving the highest levels of customer engagement, and captivating new audiences. Mission-driven, agile marketing executive with a calling to build and develop high-performance teams, drive marketing transformation, strategically lead change, innovate solutions, stabilize operations, and build value. Trusted business partner and collaborative leader that is driven by integrity, impact, people, and purpose. Data-driven decision-maker with an impressive history of propelling exponential growth, building visions, strategic plans, and leading data-centric journeys. Highly sought after to pioneer initiatives that capture new market share, lead customer-centric marketing strategies, launch new products, and drive breakthrough go-to-market strategies. Conversant in Spanish.

## SIGNATURE STRENGTHS

- Executive Marketing Leadership
- Revenue & Profitability Maximization
- Strategic Leadership & Vision
- Digital Marketing Strategy
- Data-Driven Decision Making
- Multi-Channel Marketing Campaigns
- Market Research & Analysis
- Branding, Messaging & Positioning
- Strategic Communications & Plans
- Lead & Demand Generation
- Marketing Operations & Metrics
- Budgeting & ROI Analysis
- Content Creation & Management
- Customer Acquisition & Retention
- Go-to-Market Strategy (GTM)
- Brand & Awareness Building
- Scalable Revenue Growth
- Team Leadership & Building
- New Product Launches
- Strategic Partnership Building
- Customer Insights

## CAREER NARRATIVE

### AKENA | Midway, UT | 2024 – Present

#### Founder

Pioneered the launch of a new company while helping business leaders to achieve revenue goals faster and smarter without adding costly fixed overhead.

#### Value Delivered:

- Served in fractional CMO positions while strategically advising companies on all facets of marketing & comm leadership.
- Provided full spectrum of go-to-market services, including marketing strategy, product launches, brand & reputation building, digital & social marketing, lead & pipeline building, strategic comms, team leadership, and development.

### SPINNAKER SUPPORT | Salt Lake City, UT | 2021 – 2023

#### Chief Marketing Officer

Directed all marketing & communications globally for team of 20+ creative professionals.

#### Value Delivered:

- Positioned the \$80M international company as the market leader for third-party support and managed services for Oracle, JD Edwards, SAP, and Salesforce enterprise software.
- Overhauled function, strategy, brand, and execution into a high-impact growth engine that accelerated revenue.

### RIMINI STREET | Salt Lake City, UT | 2020 – 2021

#### Group Vice President, Global Field Marketing

Provided leadership to a team of 20+ geo-marketing professionals. Upgraded country marketing talent while leading a high-performing team in accelerating demand generation and revenue growth.

#### Value Delivered:

- Accountable for executive leadership responsibilities across all marketing and communications in 33+ countries for a \$375M subscription-based global provider of enterprise software support products and services.

## **VENTURE X | Salt Lake City, UT | 2018 – 2020**

### **Chief Executive Officer**

Boldly launched an upstart business in emerging coworking market. Engaged in strategic acquisition offers and successfully exited the business.

#### **Value Delivered:**

- Formulated strategic plan, set aggressive operational objectives, innovated actionable sales and marketing frameworks, and cultivated a culture focused on growing customer-centric business.

## **IBM | Tokyo, Japan; Beijing, China; New York, NY | 2005 – 2017**

### **Vice President Global Marketing – New York | 2017**

### **Chief Marketing Officer – Japan | 2012 – 2017**

Promoted as the CMO of the company's second largest region to lead \$8.5B region and 20K employees. Deployed high-impact marketing initiatives for consulting, hardware, services, and software divisions. Headed marketing and communications team of 200+ to innovate prototypes and training methods. Appealed to new buyers with personalized content and interactive engagement techniques.

#### **Value Delivered:**

- Transformed marketing function, reinvigorated the brand, developed game-changing digital innovation/execution, captured new audiences, and grew market share.
- In record time, turned around an underperforming business into sustainable growth that included cloud, big data and analytics, cognitive/artificial intelligence, and e-commerce business lines to dominate markets.

### **Chief Marketing Officer – China | 2009 – 2012**

Advanced to serve as the CMO of the company's most strategic region to lead \$4B+ region and 22K employees. Led and motivated an M&C team of 350+ to peak performance levels. Enhanced digital marketing approach and technology-driven demand generation.

#### **Value Delivered:**

- Championed efforts to optimize revenue growth and business performance in the top strategic region, including China, Hong Kong, and Taiwan.
- Transformed end-to-end go-to-market model while building a new leadership team and upgrading talent at all levels across the region.
- Maximized brand visibility/integrity organizational footprint and data-driven demand creation.

*Additional tenure within the company includes Vice President Software, Global Marketing – New York (2007 – 2009) | Director of Marketing, Information Management – New York (2005 – 2007)*

## **EARLY CAREER**

Executive Director of Corporate Marketing | ASCENTIAL SOFTWARE (IBM acquired) | Westborough, MA  
Vice President of Product Marketing | MERCATOR SOFTWARE (Ascential Software acquired) | Reston, VA  
Senior Director, Global Product Management | IOMEGA (EMC acquired) | Boulder, CO  
Senior Consultant | PRICE WATERHOUSE | Los Angeles, CA

## **EDUCATION**

**Master of Business Administration in Strategy** | BRIGHAM YOUNG UNIVERSITY, Provo, Utah  
**Bachelor of Science in Accounting** | BRIGHAM YOUNG UNIVERSITY, Provo, Utah