

# J. TODD MCCARTY

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## FRACTIONAL CMO & CAREER/EXECUTIVE COACH

Persuasive and strategic marketing executive with a track record of building brands and driving sales enablement and demand generation programs utilizing best in class marketing technology. A change agent with experience streamlining sales and marketing processes for both mid-size and Fortune 500 companies (NCR, Cox Enterprises, BellSouth, Anheuser-Busch) across more than 20 lines of business. Innovative in creating digital marketing strategies that connect the dots between marketing activities and business outcomes while driving annual revenue. Trusted entrepreneur and business partner excelling at navigating companies to build relationships that align marketing, sales and product teams to drive intelligent growth. Natural and transparent leader in building and motivating high performing teams to deliver multimillion-dollar revenue streams.

**Brand Development | Product Messaging & Position | Digital Marketing | Marketing Operations  
Demand Generation | Marketing Communications | Inbound Marketing & Social Media | Sales Enablement  
Marketing Technology | Marketing Automation | Sales Operations | Marketing Enablement**

## PROFESSIONAL EXPERIENCE

**VIRTUAL CMO/ENTREPRENEUR** Atlanta, GA

**2017 - 2018**

**Principal, Digital Marketing Strategist & Career/Executive Coach**

Owner of digital marketing and career and executive coaching consultancy targeting small and medium-size B2B businesses between \$1M and \$100M revenue. Also work with students and parents to help them make data informed career decisions.

- Developed digital marketing plans for 20+ B2B clients focused on conversion rate optimization and lead generation.
- Utilized Sandler Training sales methodology to grow business to 20 clients in first 18 months.
- Leveraged certification in Birkman personality assessment to expand into team building and leadership development.

**NCR CORPORATION**, Atlanta, GA

**2013 - 2016**

**Director, Global Digital Marketing Operations and Marketing Technology**

Provided strategic counsel and central execution to industry marketing teams for digital, social and demand generation programs. Owned marketing technology stack and built roadmaps for various platforms, including marketing automation (Eloqua), corporate intranet, ncr.com, sales enablement, social media and data visualization.

- Built 13-person digital center of excellence from ground up, leading team to 97% employee engagement rating in 2016.
- Led strategy development for ncr.com global website integrated with Eloqua (marketing automation) and Salesforce.com (CRM) increasing leads 25% year-over-year with \$3 - 5M in pipeline value.
- Managed closed-loop reporting initiative in partnership with sales operations and IT to integrate Eloqua with Salesforce.com, improving ROI tracking, driving \$139M in closed revenue and generating \$710M in pipeline value.
- Built social media operations center, enabling all stakeholders (PR, HR, industry marketing, events, regions and sales) in hub and spoke model via Sysomos Heartbeat, social media platform.
- Acted as cross-divisional sales enablement catalyst for migrating sales content off of company intranet and into a sales asset management system to measure the value of marketing content in driving opportunities to close.
- Directed cross-functional team to develop and launch data visualization tool (DOMO) for sharing of marketing metrics organization-wide, aligning value of marketing with business needs and objectives.

**VERINT (formerly Adtech Global)**, Atlanta, GA

**2012 - 2013**

**Director, Marketing & Sales Operations**

Developed and owned strategic roadmap for marketing and sales technology and operational needs and delivered wide range of business-critical functions across search marketing, social media, lead generation and sales enablement via CRM and other platforms for technology company focused on contact center software and hardware space.

- Led brand research and value proposition development efforts for company resulting in new brand position.
- Developed inbound and outbound lead generation strategy anchored by HubSpot marketing automation platform, measuring accuracy of closed-loop ROI and business outcomes based on marketing activity.
- Acted as business owner and administrator of Microsoft Dynamics CRM, working closely with IT to develop roadmap for additional development, meeting defined sales, support, professional services and engineering objectives.

**CARTER**, Atlanta, GA

2011 - 2012

**Director, Marketing**

Managed team of 3 in brand development, social media, inbound marketing, lead generation, sales enablement and media relations efforts for commercial real estate firm focused on development investment and advisory services.

- Directed re-branding efforts for firm, managing brand agency search and messaging architecture.
- Developed inbound marketing and social media strategy anchored by HubSpot marketing automation platform, pinpointing measurement of closed-loop ROI and business outcomes based on marketing activity.

**RENTPATH**, Atlanta, GA

2009 - 2010

**Director, Marketing ApartmentGuide.com**

Directed B2B marketing communications and branding strategy for ApartmentGuide.com and NewHomeGuide.com.

- Executed first ever multi-touch demand generation campaign, yielding 10:1 return on marketing investment.
- Led strategy, development and launch of sales asset management platform (SAVO) to measure the value of content, decreasing sales ramp up time from more than 120 days to 60 and increasing quality of customer conversations.
- Developed and executed product training for 400 sales representatives, supporting two major digital product launches.
- Built library of more than 300 sales assets for Apartment Guide sales channel working in conjunction with sales operations teams and Field Advisory Council comprised of sales managers and frontline account managers.

**COX ENTERPRISES**, Atlanta, GA

2006 - 2009

**Director, Marketing Services**

Provided internal marketing consultation on B2B marketing, sales enablement and sales training. Partnered with sales and marketing leaders across media divisions of Cox Enterprises (now consolidated as Cox Media Group).

- One of 18 people selected for year-long leadership program designed to accelerate the learning of corporate executives.
- Led strategy development and launch for first corporate-wide brand positioning campaign for Cox Radio.
- Grew revenue \$2M annually by directing strategy and execution of three cross-division sales training programs.
- Saved \$250K by developing digital marketing conference for more than 200 marketing and sales leaders.

**AT&T** (formerly BellSouth Corporation), Atlanta, GA

1999 - 2006

**Team Leader, Marketing Communications: Yellow Pages Division (now YP Holdings)**

2004 - 2006

Managed corporate B2C and B2B marketing communications and media planning process (online and offline) across more than 50 markets with \$30M budget. Supervised and coached team of two direct reports and managed indirect reports at both creative and media agencies.

- Launched new brand position for The Real Yellow Pages® from BellSouth, researching and creating new brand guidelines and integrating campaign across television, radio, outdoor, print and digital.
- Developed strategy for streamlining lead distribution and analysis processes by integrating three separate databases with CRM system to facilitate accurate closed-loop ROI analysis.

**Team Leader, Marketing Communications: Enterprise & Wholesale Divisions**

2001 - 2004

Led B2B marketing communication and media planning process (online and offline) utilizing \$3M budget.

- Increased revenue 2% by providing strategic direction to external advertising agencies, developing sales tools, direct mail, trade shows / customer events and advertising campaigns in printed and interactive media.
- Generated more than \$2M in annual revenue, supervising and coaching marketing communications team of nine in developing online demand generation platform.
- Saved company \$500K in printing costs by developing web-based sales enablement system.

**Senior Manager, Media Planning and Buying Strategy: Corporate**

1999 - 2001

- Generated annual savings of more than \$2M by consolidating 15 media planning agencies into one agency of record.
- Saved more than \$500K annually by leading development of online system for tracking competitor messaging/spending.

## EDUCATION

**Bachelor of Arts (BA)**, Journalism, Advertising Major / Business Minor  
UNIVERSITY OF GEORGIA, Athens, GA