

I am a digital marketing veteran with over 20 years experience working with global B2B and B2c brands. For the bulk of my career I have held leadership positions at digital agencies running marketing programs and guiding digital and operations teams.

Since 2017, I have been an independent marketing consultant working with startups and SMB's in both the B2B and B2C.

What drives me? Leading teams to build cross-channel marketing programs with innovative technologies.

The key to my success? Working jointly with sales with laser focused on segmentation, customer engagement, and lead velocity to close more deals.

Areas of Focus for Shock&Co.

Marketing consulting for early and mid-stage technology startups

Through Invest Ottawa and the IBM Incubator, I consult Artificial Intelligence focused startups. I work with CEO's on marketing and sales strategy including visual brand, messaging, target market research and segmentation, marketing automation, campaign ideation and execution, measurement, developing digital store fronts and go-to-market strategies. My mandate is to increase the marketing maturity of the startup and to become more self-reliant in marketing.

Virtual CMO for late-stage or established organizations

As Virtual CMO, I am parachuted in as marketing lead focusing on leadership and execution. Working in conjunction with sales I develop cross-channel marketing strategies and lead the marketing team to implement programs. I focus heavily on training and ensuring sustainability of the programs I start. Typically I work with 1-2 clients concurrently.

Known for



- Technology
Accumen
- Leadership Style
- Infectious
Enthusiasm

Expert in

- Prospecting
- Marketing automation
- CRM
- Demand generation
- Lead generation
- Content management systems
- Learning management systems
- Content marketing
- Digital advertising
- Dashboards
- Personalization
- Testing/optimization
- Social media