David Fornelli

Growth Marketing Executive · Demand Generation & AI-Native Revenue Systems

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EXECUTIVE SUMMARY

Growth marketing leader with **20+ years** building demand engines for B2B SaaS, fintech, adtech, and cybersecurity brands — FICO, Quantcast, Persado, Teramind. **Four-time GTM leader through successful acquisition**: Blurb (RPI), REC Solar (Duke Energy), OneComply, and Charma. Treats AI as production infrastructure rather than vocabulary — applied LLM prompt engineering to live messaging and conversion work at Persado to cut CAC **28%**, contributed to model training and evaluation at Uber AI Solutions, and built a **1,600-video** creative testing environment producing **1M+ views** and the first-party performance data behind those decisions.

28%	$8M+	150%	60%	4×
CAC reduction Persado	Qualified pipeline enterprise ABM	Acquisition growth Quantcast	YoY lead growth FICO	Acquisitions as GTM lead

CORE CAPABILITIES

Growth & Demand Generation — Full-funnel demand strategy, enterprise ABM, paid media across search/social/programmatic/CTV-OTT, lifecycle and PLG activation, pipeline forecasting, sales and RevOps alignment.

Measurement & Economics — CAC and LTV modeling, CAC payback, multi-touch attribution, marketing-sourced pipeline reporting, executive dashboards, ICE/RICE/PIE prioritization.

AI in Production — LLM prompt engineering for messaging and conversion optimization; model training and evaluation; generative creative pipelines in Midjourney, Adobe Firefly, Leonardo.AI, and Runway.

Platforms — HubSpot, Salesforce, Eloqua (Master Certified), Google Ads, LinkedIn, Meta, GA4, Tableau, Webflow, Adobe Creative Cloud.

PROFESSIONAL EXPERIENCE

Head of Demand Generation · Teramind

May 2026 – Present

Insider risk & workforce intelligence — cybersecurity SaaS

- Lead global demand generation across performance marketing, ABM, and lifecycle programs, owning marketing-sourced pipeline for the enterprise segment.
- Align marketing, sales, and RevOps on one revenue engine, translating product and security signals into segmentation and qualified pipeline.
- Direct AI-assisted campaign production and experimentation workflows to raise testing velocity; own CAC, CAC payback, and pipeline velocity reporting at executive level.

Head of Growth & Digital Marketing · Persado

Nov 2022 – Feb 2026

Generative AI language platform for enterprise marketing · Began as Demand Generation Consultant

- Reduced **CAC 28%** by rebuilding the growth program around ICE-prioritized experimentation, using generative AI workflows to accelerate testing cadence and personalization at scale.
- Drove a **45% increase in organic search visibility** via global technical SEO and an executive thought-leadership program supporting category positioning in generative AI.
- Applied LLM prompt engineering to production messaging and conversion testing — optimizing live customer-facing copy, not internal pilots.
- Built analytics infrastructure and dashboards tracking pipeline velocity and acquisition economics — a direct executive line from spend to revenue.

AI Data & Model Evaluation Specialist · Uber AI Solutions

Feb 2026 – Apr 2026

Contract engagement

- Partnered on large-scale AI training and model evaluation, assessing output quality against commercial-relevance criteria for enterprise brands.

Founder & Creative Director · Fornelli by Design (FxD) — 2006 – Present

Growth & brand consultancy · Concurrent with in-house roles

- Built and operate an **AI creative production system at industrial scale** — 1,603 videos and **1,054,301 lifetime views** from a purpose-built performance testing environment, at ~1.3 releases/day since 2023.
- Operate the channel as a live laboratory producing first-party data on hooks, formats, and retention.
- Founded InfiniArtStock.com, a direct-to-collector platform for gallery-grade digital work.

Growth & Paid Media Consultant · Rebrandly — Jan 2024 – Feb 2025

Martech / link management SaaS

- Increased **trial-to-paid conversion 18%** and reduced **churn 12%** via RICE-prioritized monetization work.

Head of Growth Marketing · Charma (fka WorkPatterns) — Oct 2022 – Mar 2023

Product-led SaaS · Acquired 2023

- Grew **free-to-paid conversion 22%** and scaled **qualified demo requests 130% QoQ** via activation funnel work.
- Designed the product-qualified lead motion; supported a **successful acquisition** with diligence ROI metrics.

Head of Growth Marketing · Quantcast — Oct 2019 – Aug 2022

AI-driven adtech platform · San Francisco Bay Area

- Owned a **$4M annual marketing budget**, improving marketing efficiency **35%** through predictive modeling.
- Architected high-touch ABM programs for Fortune 500 agencies and brands generating **$8M+ in qualified pipeline**.
- Scaled **customer acquisition 150%** and **conversion rates 25%**; pioneered CTV and OTT adoption.
- Built custom attribution dashboards tying marketing activity directly to pipeline and revenue.

Head of Growth Marketing · Blurb — Jun 2018 – Sep 2019

Self-publishing & print-on-demand ecommerce · Acquired by RPI 2019

- Directed technical SEO and content strategy driving a **40% increase in organic traffic**; the work won the **2019 US Search Award for Best Use of Search in Retail/Ecommerce**.
- Improved **checkout completion 20%** via funnel analysis and A/B testing; supported the **acquisition by RPI**.

Board Advisor, RegTech & Compliance · OneComply — Oct 2019 – Apr 2023

Advised the executive team on digital strategy and positioning; contributed to a **successful acquisition**.

EARLIER CAREER

Senior → Digital Marketing Manager · BPM LLP — Mar 2017 – Jun 2019

Built the martech stack — automation, CRM, analytics — plus attribution and ROI reporting; **+40% campaign performance**.

Senior Manager, Corporate Marketing · FICO — Oct 2010 – Sep 2016

Global SEO, paid search, and social for enterprise SaaS in financial services — **60% YoY lead acquisition growth**.

Senior Marketing Manager · REC Solar — Sep 2015 – Mar 2016

Built commercial solar digital strategy contributing to **acquisition by Duke Energy**.

LED Lighting Engineer & Designer · Egads LLC — Sep 2008 – Oct 2010

Immersive LED lighting networks for casino gaming floors — SugarHouse, Harrah's Cherokee, Norwegian Cruise Line's EPIC.

RECOGNITION & CREDENTIALS

Awards — 2019 US Search Award, Best Use of Search in Retail/Ecommerce · FICO Leadership Award, 2012 · Top 15 Marketing Experts in Las Vegas, 2024.

Certifications — Eloqua Master · Quantcast Platform · Google Ads · Google Analytics IQ · SEMrush SEO Toolkit · ClickDimensions · Siteimprove.