

LAURIE McGRATH

Chief Marketing Officer
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EXECUTIVE SUMMARY

Visionary Chief Marketing Officer with 15+ years of leadership across global B2B SaaS and tech companies. Proven success in brand unification, digital transformation, and revenue acceleration. Expert in GTM strategy, M&A integration, AI-powered innovation, and data-driven marketing operations. Builds high-performance teams and delivers measurable business outcomes through marketing automation, analytics, and cross-functional collaboration.

CORE COMPETENCIES

GTM Strategy • Brand Repositioning • ABM • M&A Integration • Digital Marketing • Marketing Automation • Analytics & Insights • Thought Leadership • Analyst & PR Relations

PROFESSIONAL EXPERIENCE

Momentum Technologies

Chief Marketing Officer (Global-Hybrid) | Sep 2022 – Apr 2025

- Unified 3 acquired brands into one master brand with new messaging and packaging
- Built digital marketing team and martech stack from ground up
- Accelerated pipeline velocity through ABM, AI tools, and tailored content
- Served as Executive Sponsor for M&A marketing integration

Momentum Technologies

Special Projects to CEO | Apr 2025 – Present

TECSYS – Montreal, QC

Chief Marketing Officer | Jan 2018 – Sep 2022

- Repositioned corporate brand and product portfolio globally
- Launched HubSpot to enhance automation and pipeline visibility
- Led PR and analyst strategies to elevate market presence

Intalere, Inc. – St. Louis, MO

Chief Marketing Officer | Feb 2013 – Jan 2018

- Executed digital-first demand generation strategy
- Directed rebranding post-acquisition
- Created Speakers Bureau for national thought leadership

Savvis (CenturyLink) – St. Louis, MO

Chief Marketing Officer | Aug 2008 – Feb 2013

- Built global marketing and ROI tracking systems
- Aligned product marketing with sales for consistent messaging

Marshall Group – Minneapolis, MN

Vice President, Marketing | Nov 2005 – Aug 2008

- Led national rebrand and competitive GTM campaigns

HighJump Software (3M) – Minneapolis, MN

Director, Marketing Communications | Jul 2000 – Oct 2005

- Positioned company as a top-2 vendor in supply chain software
- Drove major cost savings through in-house creative production

EDUCATION & CERTIFICATIONS

Rutgers University – Digital Marketing Strategy, Certified MBA Program

Baldwin Wallace College – B.A., Speech Communication (Minor: Marketing)

Six Sigma Green Belt • Leadership Effectiveness, LEI • 3M Spirit of Achievement Award