

# DAVID ALEXANDER

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## Digital Transformation | Strategic Change Agent | Executive Leader

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Industry-leading marketing executive driving transformation, demand, and revenue for some of the most innovative technology companies in the world. Recognized for building sustainable, disruptive marketing teams that create scalable demand, revenue growth, and world-class customer experiences. Seasoned leader and coach known for building thriving individuals, teams, and cultures amid change.

### SNAPSHOT

- Proven leader, visionary/strategist, and change agent that brings people, data, processes, and technology together to drive world-class customer experiences, sustainable growth, and business outcomes through transformation.
- Extensive B2B and SaaS expertise driving Digital Transformation in marketing and sales to accelerate demand and drive revenue outcomes.
- Integrated marketing and sales innovator, recognized for creating award-winning teams that create scalable growth.

### RECENT HIGHLIGHTS

- 100% team growth, adding 70+ FTEs in >24 months
- 30+% YoY Pipeline growth, 2017, 2018, 2019, 2020, 2021
- 50+% YoY MQL growth, 2018, 2019, 2020, 2021
- 30+% YoY productivity uplift, 2018, 2019, 2020, 2021
- 2019 Pedowitz Group Revenue Marketing Impact Award
- 2018 & 2019 Sirius Decisions Program of the Year Award
- 2020 RevMasters Revenue Marketing Team of the Year Award (F5 Networks)

## PROFESSIONAL EXPERIENCE

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**EVERBRIDGE:** Burlington, MA, Sept 2022 - Present

### Chief Marketing Officer

Chief Marketing Officer at Everbridge, Inc. (NASDAQ: EVBG), the global leader in critical event management (CEM) and national public warning software solutions. Responsible for leading the global strategy and vision for the Everbridge brand, and the go-to-market motions for the Company's market-leading Critical Event Management product suite.

**TEXAS A&M UNIVERSITY:** College Station, TX, Dec 2022 – Present

### Executive Professor

Executive Professor at the Mays Business School at Texas A&M University teaching Marketing in Technology (BUSN 489) in the Aggies in Tech program.

**F5 NETWORKS:** Seattle, WA, July 2019 – Sept 2022

### Senior Vice President of Marketing, Global Demand, Operations, and Field Marketing

Responsible for leading and driving F5's marketing Digital Transformation and accelerating F5's transition from a legacy hardware vendor to a leader in SaaS security. Built F5's Global Demand Center & Field Marketing teams, org structure, mission, vision, and culture focused on driving revenue impact and outcomes while maximizing the customer experience. Created and executed global strategy for a 'Digital GTM Revenue Engine' generating 30k+ MQLs and \$250M in closed bookings per quarter through a modern Demand Response motion. Foundationally, re-architected and modernized F5's marketing infrastructure and lead funnel across systems/tools/process leveraging AI & machine learning. Own the acceleration and optimization of F5's digital demand gen channels to ensure on-going growth and acceleration of outcomes across Media, Digital events, Social, SEO, and Web. Drive deep alignment and sponsorship with F5 executive leadership team, Board, and enterprise-wide stakeholders (Sales, Product, Services, etc.) on transformation roadmap, outcomes, and priorities. Lead marketing Due Diligence and Value Creation for strategic F5 acquisitions (Shape Security and Volterra).

Lead a team of 140+ global marketers to drive F5's Digital Transformation and global GTM motion by:

- Creating a Revenue Marketing culture with deep established principles in collaboration, growth mindset, and diversity.
- Building and executing a 3-year vision/strategy for a best-of-breed 'Digital Revenue Engine', and gaining broad sponsorship and investment through effective evangelism, education, and collaboration with executive leadership.
- Driving global Marketing Sourced Pipeline and Bookings through efficient digital channels (paid media, SEO/SEM, social, email, webinars) and all F5.com web properties.
- Creating engaging personalized customer experiences through advancement and advocacy of technology (DemandBase, Adobe, Marketo), ABM principles, and digital GTM motions

**SAP CONCUR:** Bellevue, WA, Feb 2017 – July 2019

**Senior Vice President, Marketing & Market Development**

Grow, shape, and organize a developing team of 160+ leaders, marketers, and market development representatives and serve as a change agent to build and expand pipeline for the Small & Mid-Sized Business at SAP Concur. Transform and lead teams to achieve aggressive business growth goals (30%+ YoY). Drive creation of messaging and marketing strategy for scalable opportunity development across demand generation, content, and events through effective field/client/channel marketing.

- Created data-driven marketing strategies that drive 'right customer/right message/right time' go-to-market motions
- Built predictable engines, SLAs, and processes that ensure flawless last-mile execution between marketing and sales
- Oversaw tools, systems, and data strategies that create a world-class customer experience
- Led efforts for marketing integration across SAP, SAP Concur, and other Cloud Business Group companies
- Created and evangelized the vision and business case for future SAP Concur products, messaging, and GTM strategy
- Built and drove team culture, organizational vision, and people development

**MICROSOFT CORP:** Redmond, WA, Nov 2004 - Feb 2017

More than 12 years of Microsoft Sales and Marketing leadership building, growing, and managing teams responsible for driving broad influence and impact. Led creation and execution of product and business strategies that drove customer acquisition through innovative sales, marketing, evangelism, and team collaboration.

**Director, World Wide Inside Sales**

Served as a founding member and leader in the creation of Microsoft's WW Inside Sales organization. Responsible for the overall Demand Response Motion for Microsoft, building and ramping the Sales Development Specialists team across multiple geographies, and serving as the key interlock player with the WW and US marketing teams. Responsibilities included:

- **Strategy Development:** Drove substantial revenue impact as Demand Response owner for 2,000+ sellers and SDSs globally. Built teams and engines creating Pipeline in excess of \$xxM for Office365 and Azure, and 150k+ MQLs per quarter.
- **Impact & Influence:** Led ongoing collaboration with WW and US marketing teams (BGs, M&O, & MOGS) on planning, MAQL flow, Broad Executive Engagement, and Evangelism to drive influence and support for this new motion in Microsoft.
- **Best Practices & Operational Rigor:** Created Fargo/Dublin seller and management success through daily/weekly/monthly training, guidance, & mentoring. Designed Demand Response processes, playbook, and readiness.

**Group Marketing Manager (Business Priority Planning: Apps, Services, and Devices)**

Led team that built integrated marketing campaigns, customer journeys, and differentiated messaging aligned to core business outcomes for Microsoft's business priorities (Office365, Dynamics, Azure, Mobility & Devices). Team responsibilities included:

- **Strategic Marketing Planning:** Creating (numbers-based) strategic marketing recommendations and integrated plans aligned to core business priorities and subsidiary scorecard goals
- **Customer Journey:** Understanding competitive products and offers, customer information sources and how they consume information, customer pain points and persona, moments of truth and inflection points, and offers that resonate best.
- **Recommendations Insights & Optimization:** On-going tracking and optimization of marketing plans to business goals.

**US Office Launch Lead (US Office Marketing)**

- Own the strategy, plan, and execution of Office365 (across services, clients, servers, and mobile) for the United States – including significant shifts in licensing, branding, and delivery of \$9.5 Billion of Office products and services.
- Served as the leading evangelist for the Office vision and new Office story, delivering more than 100 presentations to more than 10,000 Customers, Partners, and Field. Including more than 40 Field training sessions on new Office "pitch" and demo.

**FROST & SULLIVAN:** San Antonio, TX, 2000-2004

**Industry Research Manager**

Led and managed a team of market research and consulting analysts, focused on delivering competitive and industry insights, forecasts, and strategic guidance for the emerging Real-time Collaboration industry and its players.

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**LOVE TAKES ROOT, Board Member 2018 - Present**

The foundation's goals are to improve the lives of children through the provision of shelter, education, and health, with the final goal being a self-sustainable organization. Current Project: La Concorde Orphanage in Jacmel, Haiti <https://lovetakesroot.org>

**ISSAQUAH FOOD AND CLOTHING BANK, Board Member 2021 – 2022**

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**EDUCATION**

**TEXAS A&M UNIVERSITY**, College Station, TX, 1998  
Bachelor of Business Administration in Marketing