DAWN LINDSEY

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CHIEF MARKETING OFFICER | VP MARKETING | VP CHANNEL

Builds Marketing Engines that Drive B2B SaaS and Software Growth

SaaS and software marketing executive with proven success building scalable, repeatable growth systems across demand generation, strategic partnerships, customer engagement, and marketing operations in alignment with revenue and business goals. Turns complex software portfolios, channel motions, and customer journeys into measurable revenue growth. Known for building and unifying high-performing teams that execute with alignment. Background spans GTM operations, full-funnel demand generation, partner ecosystems, product marketing, customer marketing, brand and communications, marketing infrastructure, P&L planning, AI-enabled marketing and global software support.

At Lenovo, helped define the GTM model, P&L, staffing plan, three-year strategy, and instrumentation for a software-led business supporting an $800M portfolio and generating $75M in net-new revenue. Led 4 SaaS partner launches, 15 marketplace products, and 18 campaigns attracting 887K unique visitors and 10% YoY traffic growth.

Core Competencies

Revenue Growth | Go-to-Market Strategy | Growth Marketing | Full-Funnel Demand Generation | Brand and Communications | Product Marketing | Customer Marketing | Partner Ecosystems | Channel Marketing | Marketing Operations | Pipeline Creation | Reporting and Analytics | Budget Management | Executive Communications | AI-Enabled Marketing

Technical Acumen

Salesforce / SFDC | HubSpot | Demandbase | Reachdesk | Outreach | Intercom | Canny.io | Claude | ChatGPT | Microsoft Copilot | AI Tools | AEM | Pendo | Dashboards | UTM Tracking | SEO / SEM | CRM Migration | Marketing Automation | ABM Platforms

Professional Experience

Senior Advisor and Consultant | Fractional CMO | AchieveUnite | Remote / Austin, TX **2025 – Present**

Advise high-tech companies on partner ecosystems, marketing strategy, GTM planning, AI-enabled marketing and executive communications. Engagements include OpenText, AWS, Quest Software and ConnectWise.

- Direct interim ConnectWise marketing initiatives across a software portfolio, leading the field marketing team and executive event programs while advancing CRM migration, GTM strategy, ABM program design, outbound marketing, and AI-enabled marketing strategy.
- Shaped OpenText SaaS security messaging, white paper strategy, managed service provider playbook, marketing plan, launch plan and campaign framework for a line-of-business product offering.
- Translated Quest Software partner program changes into clear messaging and 100+ partner-facing content assets for program relaunch.
- Assessed 500 inactive AWS partners and prioritized accounts with the strongest potential for reactivation investment.

Head of Global Software Marketing and Support | Lenovo | Remote / Austin, TX **Aug 2024 – Aug 2025**

Led a 40-person global organization across product marketing, acquisition marketing, customer marketing, partner marketing, sales enablement, brand and communications, marketing operations and global software support for a complex $800M software portfolio spanning first-party and third-party titles.

- Architected the business model and marketing strategy for a new software-led incubation business, proving GTM strategy, P&L, staffing and instrumentation before scale-up and helping generate $75M in net-new revenue in two years.
- Led Lenovo software brand transitions, from launching a branded marketplace to guiding the multi-year evolution of an acquired product into the broader Lenovo portfolio.
- Served on Lenovo's AI task force, helping set the governance model for AI across Cloud and Software and market agentic AI solutions and agents to partners and developers.
- Activated 4 SaaS partners and 15 marketplace products, using marketing-led feedback loops to improve product roadmaps, customer experience and partner activation.
- Executed 18 acquisition campaign activations in six months across consumer, SMB and commercial audiences, driving 887K unique visitors and 10% YoY traffic growth.
- Consolidated Level 1-4 software support into a single global organization, reducing time to resolution by 40%, raising first-contact resolution to 65% and adding AI chat and no-touch support infrastructure.

Head of Cloud Software Marketing | Lenovo | Remote / Austin, TX **Apr 2021 – Aug 2024**

Owned GTM and route-to-market strategy across eCommerce, on-device, channel, partner and direct marketing for cloud software and SaaS initiatives, with expanded ownership across brand, communications, pricing, packaging and marketing operations.

- Scaled a 20+ person full-funnel marketing team from inception and scaled revenue from $0 to $50M in the first year through SaaS programs, marketplace execution and customer-led growth.
- Built full-funnel Salesforce and HubSpot reporting across MQLs, SALs, SQLs, conversion, churn, renewals, pipeline and revenue, giving leadership clearer visibility into performance and investment decisions.
- Delivered 72% of planned lead volume with only 49% of planned spend released, including 155% of EDU lead goal, by using real-time data to tune campaign performance.
- Leveraged 465+ educator interviews and customer feedback to shape product requirements, improve NPS from -10 to +37 and launch self-serve onboarding with 54% trial conversion.
- Established a Content Center of Excellence that produced 100+ assets annually, including 149 assets in FY22/23 and 50 Lenovo.com/software pages with tracking and lead-capture forms.
- Led UDS Developer Platform and partner integration strategy, securing 15 partner integrations, joint solutions with 8+ partner apps, 665 registered developers and hackathons with 122 global teams.
- Built global pricing and packaging strategy across bundled and single-product offerings, partnering with sales on rules of engagement, discounting and governance.

Head of Global Sales and Marketing | Lenovo | Remote / Austin, TX **Apr 2020 – Mar 2021**

- Reversed international sales from negative to positive growth by creating an inside sales motion, launching 6 international websites and localizing 525+ pages and 12 videos in 5 languages within 180 days.
- Expanded new-market pipeline in EMEA and LATAM, developed co-marketing with GeTech, WestCoast and Tech Data and managed an $8M budget.

Head of SaaS Marketing | Lenovo | Remote / Austin, TX **Aug 2018 – Mar 2020**

- Built the SaaS marketing function from scratch to five marketers, creating the demand funnel, GTM strategy and dashboards for MQLs, SQLs, conversion, churn and renewals while managing a $4M budget.
- Transitioned the business from a license and maintenance model to a SaaS recurring revenue model, preserving run-rate revenue, minimizing churn risk and creating long-term recurring revenue streams from dormant accounts
- Unified separate product brands into a Single Product Strategy with annual subscription pricing and a single-SKU approach, helping create more than $3M in deferred revenue opportunity.
- Developed a content engine that increased content output by 260%+ and expanded social reach by more than 100K.

Early Work

Senior Director, Partnerships and Programs | Webgility

- Led SaaS partner sales, marketing and programs across strategic partners, expanding revenue-share integration.

Head of Partner Marketing and Programs | BigCommerce

- Built partner marketing and programs across design, solution, application integration and partner ecosystems, growing the function from inception to 10 team members with a $3M budget.
- Drove triple-digit YoY revenue growth, top-of-funnel conversion rates above 30% and partner revenue to 60% of total revenue through targeted engagement playbooks.
- Shifted partner focus from SMB to mid-market customers, increasing partner-sourced revenue 43% quarter-over-quarter and securing 80% of competitive tier-one partners in the first year.

Senior Manager, Partner Strategy, Communications and Engagement | Rackspace

- Drove 20% channel revenue growth by establishing the Cloud Distribution offering and Master Agent strategy, including partner territory development, quota and capacity planning, program budgets and strategic offerings.

Education

Bachelor of Arts, University of Texas in Austin