

I studied cognitive science as I wanted to understand how and why people make decisions. Years on and I'm still working on the same question - just with a pipeline number attached.

Today I lead marketing for Asia Pacific and Japan at Docusign. The part I care about most is the team. Balancing excellence in execution with professional growth and belonging. All while customers get results they didn't think were possible.

SKILLS

Demand generation and ABM

SMB scaled programmes · 1:1, 1:few, 1:many ABM · Paid, field and partner · Lifecycle and nurture

Content and digital

Content strategy and teams · SEO, AEO and GEO · Web conversion · Paid and email

Pipeline and revenue

Revenue-back planning · Forecasting and pipeline reviews · Budget and ROI · Board reporting

AI and data

Agentic workflows · Intent and account scoring · AI-drafted reporting · Marketing ops and data

Sales and BDR alignment

BDR structure and coaching · Scoring, routing and SLAs · Sales enablement · Shared funnel reporting

Leadership

Hiring and coaching · Budget and P&L · Multi-country teams · Global-to-local planning

KEY ACHIEVEMENTS

Grew marketing's contribution to pipeline and revenue

At Rescale, working hand in hand with sales, we took marketing's share of new-logo pipeline from 10% to 65%+ in two years, as revenue more than doubled.

More than doubled marketing efficiency

At Docusign in FY26, sourced revenue grew 30%+ while revenue per marketing dollar more than doubled. Rescale's partner plays halved acquisition cost.

Repositioned products and categories

Launched Sales Navigator in ANZ and Yotpo email against the category leader. Helped build cloud HPC at Rescale; now taking Docusign beyond eSignature.

Consistently beat pipeline and revenue targets

150%+ of pipeline goals at Yotpo in 2024 and 130% at Docusign APJ. At Rescale, a BDR team redesigned for enterprise sales lifted pipeline conversion 400%+.

Built a business from zero

As CMO then COO at Weploy, I helped take revenue from zero to \$10M in two years, building the team as we went. An enterprise pivot lifted average contract value 10x.

Rebuilt marketing for AI-led buying

Buyers now research in LLMs, not on our website. So I build the tooling myself: GEO, an account-level intent model and an agentic content engine.

EXPERIENCE

Docusign Senior Director, Growth Marketing, APJ 2024–now · Sydney

I lead growth marketing across Asia Pacific and Japan, with teams in ANZ, Asia and Japan plus a regional content function, and own marketing's contribution to regional pipeline and revenue. Much of the job now is rebuilding the engine for buyers who research inside an LLM: generative engine optimisation, an account-level intent model and an agentic content system.

- Marketing-sourced revenue at over 136% of target.
- Commercial revenue more than doubled year on year.
- Asia pipeline at 183% of target and Enterprise at 179%.
- Japan pipeline growing consistently at 60%+ year on year.
- Launched generative engine optimisation across ANZ and Asia.
- Built the MQA intent model and an agentic content engine.

Yotpo Marketing Director, APAC 2023–24

Yotpo is a retention marketing platform for ecommerce brands. I joined to build and lead the APAC marketing function, owning pipeline and revenue goals for new mid-market and enterprise business.

- 112% of 2023 pipeline target, with marketing sourcing 45% of revenue.

- Beat the 2023 revenue target, with total contract value over 2x target.
- 60% of pipeline sourced by marketing in 2024.
- Mid-market and enterprise pipeline up 4x.

Rescale Global Growth Marketing Senior Director

2020–23 · San Francisco

Rescale is a cloud platform for high-performance computing. I was brought in to build the global demand generation engine, leading marketers and BDRs and owning new-logo pipeline for the business. I joined after six months at home with my daughter while waiting for a US work visa – the best job I'll ever have.

- Took marketing's share of pipeline from 10% to 65%+ in under two years, while revenue more than doubled.
- Built partner co-marketing and ecosystem plays that more than halved cost of acquisition within 12 months.
- Owned a \$100M+ global new-logo pipeline target.
- BDR conversion up 400%. SAL-to-SQL conversion up 8x.

Weploy CMO, then COO

2018–20

Weploy was a seed-stage Australian talent marketplace. I wanted to build something, so I joined as one of its founding executives: first as CMO, building sales and marketing, then as COO, bringing marketplace supply into my team and co-owning product.

- Pivoted to enterprise customers: average contract value up 10x, with 140%+ net dollar retention.
- Built the demand engine from scratch, with inbound sourcing around 40% of new business revenue.
- Launched a self-service channel that beat its revenue contribution target.
- Led a white-label product that signed seven enterprise customers before launch.
- Built the senior leadership team, hiring from LinkedIn and Sage, and brought in OKRs.

LinkedIn Head of Marketing, ANZ

2015–18

I joined to launch Sales Navigator in ANZ and build demand and field marketing for the Sales Solutions business, and was promoted to lead marketing for both Marketing and Sales Solutions in the region.

- Consistently beat revenue targets, with marketing sourcing around 38% of new business.
- Ran LinkedIn's most successful campaign worldwide in 2016, by opportunities sourced and revenue influenced. It became a recurring global campaign.
- Launched a first-of-its-kind social selling Ambassador programme, beating customer and new-logo targets.
- 1:1 and 1:few ABM plays beat engagement and pipeline targets in strategic accounts.
- Member of the APAC senior leadership team, and winner of a Global Leadership Award.

Cirrus Media GM, B2B & Events

2013–14

I was headhunted to launch the content and events division of Cirrus Media, a newly formed Australian B2B publisher recently bought by private equity. The division hit its targets, but a new CEO changed direction and sold off many of the mastheads, which ended my role.

- Launched an executive learning product that beat its revenue target by 244% and its gross profit target by 366%.
- Built the lead generation strategy, adding over 5,000 engaged contacts in three months.

IQPC Divisional Director

2010–13

I moved from the UK to Australia to launch a new division of IQPC, which runs lead generation and commercial conferences for the largest organisations in ANZ. I owned research, product development and launch, with full P&L responsibility.

- Grew the division from scratch to \$7M+ revenue, and to over 50% of company revenue within three years.
- Created the company's most successful product globally and led its expansion across regions.

Pira International Head of Product

2005–10 · UK

I started my career at Pira, a research agency in BASF's expert services division, as a product manager launching conferences and market reports in nanotechnology and printed electronics. Regular promotions later had me running the whole commercial division, including the membership business.

- Led a team of product managers launching 40+ business-intelligence products a year, with full P&L responsibility.
- Moved the legacy membership business onto a new operating model and pricing structure, lifting ARR by 16%.

EDUCATION

BSc (Hons) Cognitive Science, University of Exeter, 2001–2004. Computer science, cognitive psychology and linguistics; final-year dissertation on attention and its impact on decision-making.