

LOGAN CLIFFORD

VP of Marketing · Growth & Demand Strategy · B2B SaaS & Healthcare Technology

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EXECUTIVE SUMMARY

VP of Marketing with 14+ years driving brand transformation, growth marketing, and revenue-aligned GTM strategy for B2B SaaS, healthcare, and enterprise technology companies. Proven operator who scales demand engines from the ground up; growing inbound revenue from 12% to 53% of total bookings, scaling ARR, and delivering 300%+ ROI on marketing investment. Trusted executive partner to CEOs, CROs, and Boards; known for translating complex data into clear strategic decisions, building high-performance teams, and turning marketing into a durable growth asset.

CORE COMPETENCIES

Growth & Demand Marketing | Brand & Market Positioning | Go-To-Market Strategy | Pipeline & Revenue Ownership

Executive & Board Reporting | Team Building & Org Design | Product Marketing & Lifecycle | Enterprise & SMB GTM

PROFESSIONAL EXPERIENCE

VP of Marketing | [Solutionreach \(Hybrid, Salt Lake City\)](#) | *March 2024 – Present*

Scope: 40+ person marketing org · Full budget ownership · SMB through Enterprise (DSO & multi-location)

- ▶ Lead company-wide marketing strategy spanning brand, demand generation, lifecycle, product marketing, and SDR alignment—serving as the primary marketing partner to the CEO, CRO, and Board of Directors.
- ▶ Increased average pipeline coverage from ~1x to 3x+, materially improving forecast accuracy and revenue predictability.
- ▶ Rebuilt the inbound and lifecycle marketing engine, growing inbound-sourced revenue from 12% to 53% of total bookings.
- ▶ Launched the company's first fully integrated brand campaign aligned across every stage of the funnel, generating both measurable brand lift and direct revenue contribution.
- ▶ Increased inbound lead generation by 20% within the first 60 days through rapid channel optimization and funnel instrumentation.
- ▶ Established a regular board-level reporting cadence focused on pipeline health, channel mix, and GTM efficiency metrics.
- ▶ Led Customer Advisory Boards across SMB and Enterprise segments to inform product roadmap, messaging, and GTM priorities.
- ▶ Managed and scaled a cross-functional team including creative, demand generation, product marketing, and account development, fostering a high-trust, performance-driven culture.

Director of Product Marketing & Growth | [Vetty \(Remote, NYC-Based\)](#) | *Jan 2022 – March 2024*

Executive Leadership Team · B2B SaaS · Background Screening & Compliance Platform

- ▶ Executive owner of product marketing and growth strategy; scaled ARR from under \$2M to \$10M+ in under two years.
- ▶ Delivered 300%+ ROI on marketing investment in 2023 through disciplined channel experimentation, tight funnel analysis, and rapid iteration.

- ▶ Led a company-wide rebrand and full GTM repositioning—pivoting from a services-led to a platform-based model—enabling scalable, repeatable demand generation.
- ▶ Built and aligned demand generation, messaging, and positioning to drive sales efficiency, reduce CAC, and support net revenue expansion.
- ▶ Conducted comprehensive market and competitor research, informing product development decisions and go-to-market priorities.

Senior Product Marketing Manager | [Learning Technology Group \(LTG\)](#) | *Jan 2021 – Jan 2022*

- ▶ Led GTM strategy, pricing, and product launches for SaaS-based learning and performance management platforms.
- ▶ Directed the successful consolidation of two major platforms into a single unified solution, managing internal alignment and change communications.
- ▶ Launched a release notes program to increase internal stakeholder buy-in and accelerate adoption across product teams.
- ▶ Led transformation and relaunch of customer success programs as a billable service offering.

Director of Product Marketing | [Merit Medical](#) | *April 2018 – Dec 2020*

Global Product Portfolio Leader, Merit Biopsy Division · \$90M+ annual revenue portfolio

- ▶ Owned global product marketing and GTM strategy for the biopsy division, including a \$50M M&A integration and relaunch of a first-to-market ureteral stent.
- ▶ Improved product margins by developing a reusable demo device, reducing wasted product and lowering cost-to-serve.
- ▶ Executed market research, competitive analysis, and launch planning for medical technology products across global markets.
- ▶ Named Product Marketer of the Year (2020).

Director of Marketing & Operations | [Weld](#) | *July 2014 – March 2018*

- ▶ Drove digital and data-driven marketing strategies for a full-service agency, enhancing brand visibility and client engagement across a diverse B2B and B2C portfolio.

TECHNICAL SKILLS

HubSpot (Full Suite CRM) · Pardot · Intercom · Mailchimp · JasperAI · OpenAI · Slack · Monday · Teamwork · Basecamp · Adobe Creative Suite (Photoshop, Illustrator, InDesign) · Microsoft Suite

EDUCATION

B.A. Journalism & Communication · B.A. International Relations

Utah State University, Logan, UT · 2011