

CHRIS D'ALESSANDRO

Chief Marketing Officer • Demand & Lead Generation • Brand & Product Marketing

Digital & Performance Marketing • Marketing Analytics • Audience Acquisition & Enrollment Growth

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EXECUTIVE SUMMARY

Marketing executive with two decades building brands and the demand engines behind them — leading **lead generation, product marketing, and digital/performance marketing** for Fortune 500 organizations. Repeatedly builds and scales acquisition funnels that attract, engage, and convert audiences: grew new revenue channels from zero past **\$1M+ per month**, lifted conversion rates, and cut cost per acquisition through data-driven marketing. A rounded leader across brand, content, social, media, analytics, and marketing technology who builds and mentors high-performing teams — experience that translates directly to enrollment growth and brand-building for a mission-driven university.

CORE COMPETENCIES

Brand Strategy & Positioning • Demand & Lead Generation • Product Marketing & Go-to-Market • Digital & Performance Marketing • Marketing Analytics & Measurement • Marketing Technology & CRM • Content, Social & Mobile • Media Strategy & Partnerships • Conversion Rate Optimization • Audience Acquisition & Funnel Optimization • Marketing Team Leadership & Org Design • Budget & P&L Management

DEMAND & LEAD GENERATION HIGHLIGHTS

- **\$0 → \$1M+ per month**: built ADT's direct-to-consumer demand-generation engine, lifting lead-to-sale conversion from 3% to 5%.
- **+100% conversions & -20% cost per acquisition**: re-engineered LegalShield's acquisition funnel within six months.
- **10x sales growth (300 → 3,000 / month)**: launched IDShield with integrated product marketing and demand generation.
- **\$40M+ revenue growth**: built brand and commerce marketing programs over nine years, including national brand-partnership campaigns.

PROFESSIONAL EXPERIENCE

VML (a WPP company) | Detroit, MI

Mar 2017 – Present

Executive Director, Growth & Commerce Marketing

- **Demand generation** — built and scaled direct-to-consumer marketing and acquisition programs generating **\$40M+ in new revenue** over nine years.
- **Lead generation** — launched ADT's first DTC channel and scaled it **\$0 → \$1M+ per month**, improving lead-to-sale conversion from 3% to 5%.
- **Brand & product marketing** — launched Conagra's Duncan Hines × Dolly Parton brand-partnership campaign on a six-week timeline; **sold out in one hour**, validating market demand.
- **Marketing analytics** — stood up measurement and optimization practices that turned customer data into positioning, targeting, and continuous conversion gains.

LegalShield | Ada, OK

Nov 2016 – Feb 2017

SVP, Chief Product Officer

- **Product marketing** — owned strategy, positioning, packaging, and go-to-market across the portfolio, launching **14 products in 18 months**, from mobile apps to net-new brands.

LegalShield | Ada, OK

Nov 2014 – Nov 2016

SVP, Chief Digital Officer

- **Performance marketing** — re-platformed all web properties and rebuilt the acquisition funnel for **+100% conversions and -20% CAC** in six months.
- **Demand generation** — created and launched IDShield, driving **10x sales growth (300 → 3,000 / month)**.

Publicis.Sapient (Razorfish / SapientNitro) | Detroit, MI

Feb 2014 – Nov 2014

VP, Client Partner

- Led brand and product marketing for Lincoln (Ford) and Fiat Chrysler, delivering Ford's first owner mobile app connected to a vehicle.

TBWA\Worldwide | New York, NY

Jun 2013 – Dec 2013

Global Executive Director, Digital

- Directed global digital and social marketing strategy for Nissan; pitched and won the client's first multi-holding-company engagement.

Autoweek | Detroit, MI

Feb 2011 – Jun 2013

Digital Strategy Director

- Led the transformation from print to digital publisher, building the first digital marketing, audience, analytics, and social functions.

EARLIER CAREER

MRM Worldwide — SVP, Director of Web Analytics (2010–2011): built and led a global marketing-analytics team for General Motors across Detroit, London, Dubai, and Germany.

Organic — Group Director, Strategy (2006–2008): built Chrysler's marketing-intelligence practice and led a team of 15 delivering C-level insight.

JWT — Partner, Director of Web Analytics (2001–2006): led consumer analytics and website optimization for Ford Motor Company.

U.S. Army — Specialist (1991–1995): honorable service.

EDUCATION

University of Phoenix — eBusiness

Baker College — Business & Corporate Services

University of Maryland, Baltimore County — Mechanical Engineering