

Stacy Adams

Marketing Growth & Brand Leader | B2B SaaS & Services

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Executive Summary

Senior marketing executive with a proven record of building and scaling revenue-driven marketing organizations for high-growth B2B SaaS and services companies. Known for translating strategy into measurable results; accelerating demand, elevating brand value, and aligning sales and marketing around clear KPIs. Deep expertise across ABM, demand generation, brand transformation, and go-to-market strategy.

Core Strengths

Go-to-market strategy	Demand generation & ABM	Brand positioning
Revenue growth	Marketing analytics	Executive & board reporting
Sales enablement	Team leadership	Product marketing
Partnerships & alliances	Organizational design	Thought leadership

Professional Experience

ScoutLogic Background Screening

Fractional CMO → Chief Marketing Officer | 2025 – January 2026

- Led end-to-end marketing strategy for a high-touch background screening provider serving staffing firms, MSPs, healthcare, and regulated industries.
- Repositioned the brand around ScoutLogic's differentiated service model, emphasizing speed, accuracy, and dedicated human support.
- Built and executed demand generation and ABM programs targeting enterprise staffing firms, MSPs, and strategic partners.
- Launched new messaging, website content, sales enablement, and thought leadership to support pipeline growth and partner expansion.
- Established marketing KPIs, dashboards, and reporting to align marketing impact with revenue outcomes.

Fractional CMO / VP Marketing (Consulting)

Independent | 2022 – 2025

- Partnered with startup and growth-stage technology and services companies to build scalable go-to-market and brand foundations.
- Delivered messaging frameworks, ICP and persona definitions, and positioning strategies to support sales velocity.
- Designed and executed demand generation and ABM plans with clear KPIs.
- Produced executive-ready dashboards to track funnel performance, CAC, and ROI.

Solutions by Text

Chief Marketing Officer | 2022

- Implemented multi-channel demand generation across content, inbound, and ABM.
- Increased marketing-sourced demand by **120%** in under one year.
- Defined operational analytics across sales and marketing; created board-level reporting dashboards.
- Developed comprehensive sales enablement including product sheets, pricing proposals, objection handling, videos, and email templates.

Vyond (formerly GoAnimate)

Head of Marketing | 2016 – 2022

- Owned e-commerce marketing driving **~70% of total company revenue**.
- Delivered **~40% average YoY revenue growth** over five consecutive years.
- Scaled the marketing organization from **2 to 18 team members**.
- Built the full marketing tech stack from lead acquisition through opportunity creation.
- Established demand generation and ABM programs to support enterprise sales.
- Led complete corporate rebrand from GoAnimate to Vyond, including visual identity, messaging, and website.
- Served as a featured speaker at global marketing, training, and eLearning conferences.

Mblox (now Sinch)

VP, Global Marketing | 2013 – 2015

- Implemented marketing automation and built inbound content marketing from scratch.
- Generated **90% of new sales leads** through marketing-driven programs.
- Contributed to **23% revenue growth** in the first year as VP Marketing.
- Led corporate rebrand including visual identity, messaging, and website.
- Increased brand awareness by **80%** through thought leadership, speaking engagements, webinars, and original research.

Everguide (Lifelounge Group)

Head of Marketing & Partnerships | 2011 – 2012

- Scaled the company from launch to the **#1 digital event guide in Australia**.
 - Earned two Australian Mobile Awards and a **Webby Award Honoree** distinction.
 - Drove **90% of new business** in Q1 2012 through sales partnership and proposal leadership.
 - Built and managed marquee partnerships with Live Nation, MasterCard, Nissan, and major CPG brands.
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Additional Experience

Senior Marketing Manager – Computershare
Global Director of Marketing – Air2Web
Corporate Marketing Director – Concurrent
Marketing Communications Director – SpinVox
Marketing Communications Director – printCafe
Marketing Communications Manager – Glenayre, AppWorx
Marketing Communications Associate – Ansoft Corporation

Education

Professional Certification, Behavioral Economics – Carnegie Mellon University
MA, English (Design Concentration) – Carnegie Mellon University
BA, Public Relations – Westminster College
Communications Studies – Wake Forest University

Affiliations

CHIEF • Mobile Marketing Association • Women in Wireless • Technology Association of Georgia • AIGA • SF Marin Food Bank (volunteer)